

Annual Midwinter Number, II.

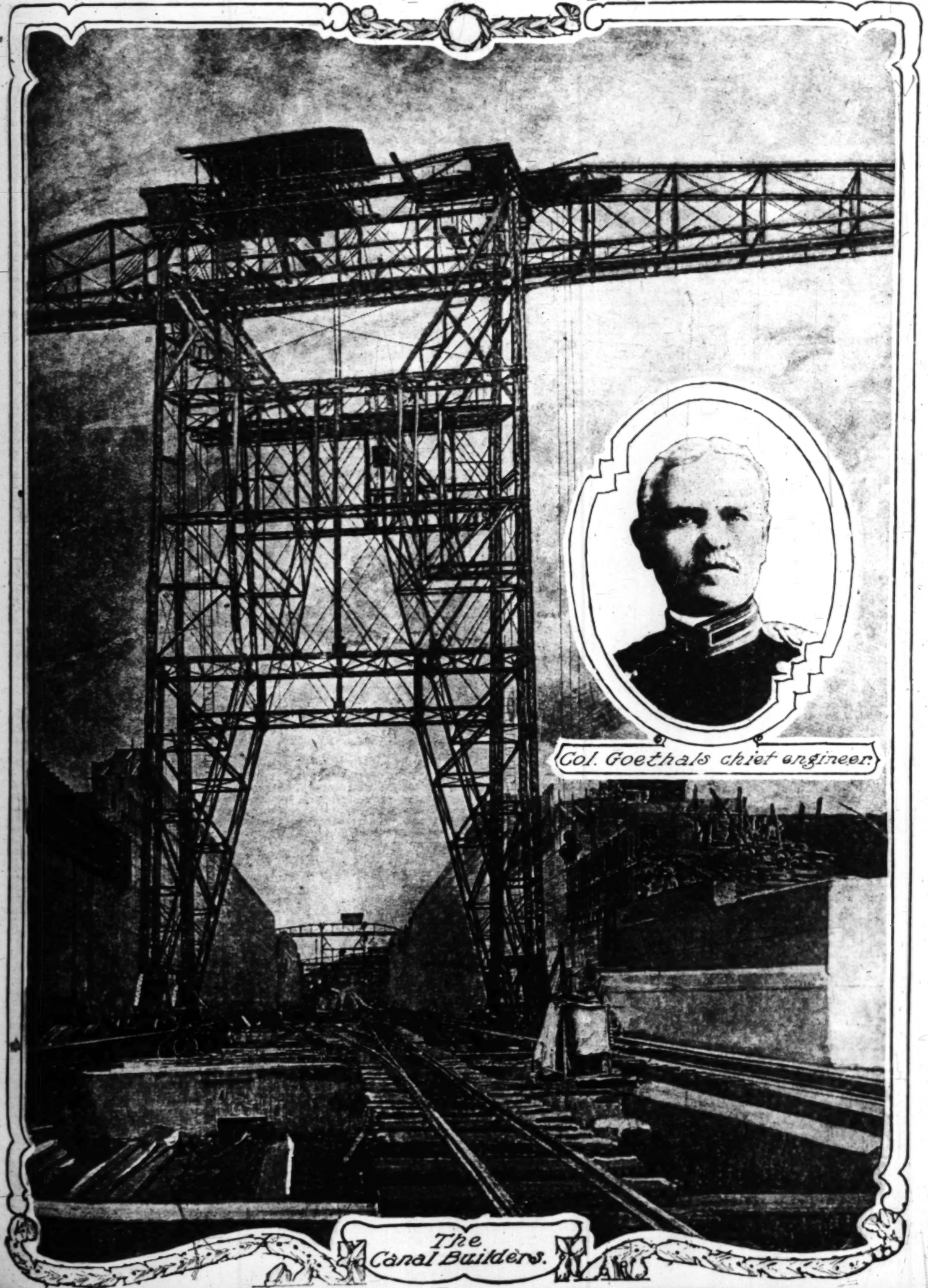
# Los Angeles Daily Times

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## The Panama Canal.



Col. Goethals chief engineer.

The Canal Builders.



## Los Angeles Building a Harbor for World Commerce.

### SAN PEDRO DEVELOPMENT.

IN ITS rapid strides toward first position among the cities of the Pacific slope Los Angeles is diligently building itself a harbor for the commerce of the world.

Nature was prodigal in making the Atlantic ports for the ships that fetch and carry, safe havens where anchors stick, but on the Pacific coast nature was less rugged and more deliberate in her work, making only a few large retreats from the stormy highways of the ocean. Though the East has numbers it has not one harbor of the great area and advantages of San Francisco, where inside the Golden Gate the fleets may ride calm waters and discharge their cargoes. Along the coast are a few other natural harbors of less area. But when Los Angeles, the magic city of the Southland, grew in a decade to rivalry with the whole nation it was found that nature had denied her the advantage of maritime fitness.

But this did not daunt the courageous city. At San Pedro was a harbor site. True there was no harbor, but there was plenty of room for one. "How will you ever make a harbor of San Pedro?" asked the dubious.

"Why, we'll build it!" answered Los Angeles.

The beginning was a memorable fight of twenty years ago when The Times and others won for Los Angeles the recognition of San Pedro harbor in place of Santa Monica. The victory was followed by government surveys and then came the great breakwater, two and one-half miles long, stretching its protecting arm to the south and east from Point Pirmin, and making an area of secure refuge for the largest ships of the ocean. This breakwater was the foundation of what Los Angeles proposes to do in building herself a harbor that will have capacity and attractiveness for the great ocean commerce that the Panama Canal will bring to the Pacific Ocean.

### THE INNER HARBOR.

North of the breakwater's protection there is but a channel 500 feet wide through which the tidewater flows to a great area of nearly 1000 acres, much of which is constantly submerged. It had been for generations alluded to as the mud flats. But the engineers of the city deemed it more than mud flats. So did those the government sent from Washington. They pointed out that money and the genius of engineering could turn the mud flats into an interior land-locked harbor, and this was the only way. Los Angeles could equip herself in the race for Pacific Ocean traffic. At the north end of this interior basin was the old town of Wilmington, then approached only by small boats. The ships tied up at the channel and discharged their cargoes. The shipping in tonnage was insignificant. The ocean traffic of the city was negligible.

Then came the will to build a harbor. Presto change! All was activity. The city of San Pedro was unable, because of its financial limitations, to undertake the building of a harbor, equipped as it should be. Los Angeles was and is. A union of the cities of San Pedro, Wilmington and Los Angeles was voted and the harbor became that of Los Angeles. That was in August, 1909. Until then the only great improvement was the government breakwater, and it was only a beginning.

In effecting the union of the city on the mesa and those of the waters the former executed a promise to spend at least \$10,000,000 in harbor improvements. In keeping with this promise it voted in February, 1910, \$3,000,000 as a start. Litigation as to the validity of the bonds delayed further proceedings until last summer, when the Supreme Court sustained them. Now they are ready for sale and for the immediate prosecution of the work.

### THE TWO JOBS.

To build the harbor means to dig in the water as well as into the pocketbook. In the outer harbor, where there is from fifteen to fifty feet of water, the improvement is to be made by filling. In the interior, where the flats are shallow and sometimes without water, the digging is to make an artificial depth for the big boats. It is not possible to dig out the basin of the interior and fill the deep water of the outer harbor and thus make one digging do both jobs. They are a mile and a half apart, connected with the most important part of the whole scheme—the channel. So each must be treated independently. And they are being so treated.

The bond issue was divided so that one-third should be spent in the inner harbor and two-thirds in the outer. As much of the inner harbor work is useless without a depth of at least twenty feet of water the first work of improvement there is dredging. And the material taken from the muddy bottom is not lost, either, for it is now being used to fill twenty-one city blocks of the town of Wilmington, practically its whole inhabited area, from one to ten feet, and putting it high enough to install sewer systems and admit of many large permanent land improvements. Today Wilmington is a city on stilts, while the great dredgers in the water front are sending 1,250,000 cubic yards of bottom soil under the buildings and gradually covering the newly-completed sewer system.

This work is making channels through all the basins and particularly around Mormon Island, along which 2600 feet of municipal wharf, with thirty feet of water, is to be built when the dredging is done. Already at the foot of Wilmington's business street a municipal wharf, the first of the new conditions, is completed and in use for boats of twenty feet draught or less. Beyond it private enterprise has dredged a channel of similar depth, 200 feet wide, to the great lumber storage yards.

The inner harbor has 640 acres of water and 775 of land and the whole 1415 acres is capable of development into deep water by dredging and capacious enough for all the commerce that will call at the port for decades to come.

The improvement of the outer harbor is nearer to the immediate necessities of ocean traffic. It is within hailing distance of the pathway of the commerce of the Panama Canal, separated only by the great breakwater, which cost the government \$3,500,000. For those great ships that hurry in their around-the-world trips, it is to be a stopping place for hours or days and to make it so great plans have been made.

A ship from the Atlantic bound for the Orient is not likely to make Los Angeles a port of call if it must needs be towed through the narrow channel into the artificial inner harbor. Elimination of time is too important. Rather than lose time the ships would go by. So the outer harbor is to be the extended hand of the municipality, as far out as is possible, and it is to be made strong with advantages that cannot be ignored.

### FOR THE OUTER HARBOR.

This is what is planned for the outer harbor: The city is to improve within the next two years at least two-thirds of the area known as the Huntington concession. This means that an area 650 feet in width and 2500 feet long must be improved and surrounded with water 35 feet deep. "Improving" means the construction of key-walls for the foundations of the piers, the driving of piling for the support of the wharves, and the filling of the area with the material dredged from the surrounding submerged land.

When this is done it means the erection of warehouses on the wharves and the construction of railway lines. These facilities are to be used in conjunction with the municipal harbor railroad. And when, after two years, they are all in readiness, the Panama Canal will be opened and the ships that come through will find over one mile of municipal docks and wharves ready for business, with a municipal railroad and municipal warehouse ready to care for their cargoes.

One mile of wharfage is equivalent to six ships like the great Olympic, or twelve of the ordinary big steamships lying moored to the municipal quays. Of course, it is not expected that ships of the gigantic

### HARBOR PLANS AND REALITIES.

At its gates—the commerce of the world through the Panama Canal.

In the country behind—the demand and production of the Pacific Coast, east to the Rockies and north to Canada.

Breakwater, two and a half miles long, completed—cost \$3,500,000.

Inner harbor channels dredged and wharves under construction; cost \$1,000,000.

Planned municipal wharfage twenty-one and one-half miles; to cost \$10,000,000.

Harbor boulevard and highway to city, twenty-two miles; to cost \$700,000.

Municipal railway between city and harbor; to cost \$2,000,000.

Outer harbor, one mile of municipal wharves and warehouses, and thirty-five feet depth of water; to cost \$2,000,000.

Miner fill, outer harbor, two and one-half miles of wharves, thirty feet of water, to cost \$2,000,000.

Harbor industries preparing—cotton mills, iron works, fruit-packing, citrus warehouses, furniture-factories, etc.

Pilotage free; wharf rates nominal; policy to build a harbor free in every respect and capacious enough for the fleets of the world.

size of the Olympic and the Titanic will, for decades, be serviceable except between Liverpool and New York, where the harbor depths are great. These boats draw thirty-eight feet each, while the ordinary Atlantic liner does not draw in excess of thirty.

### MILES OF WHARFAGE.

But this is not all. Four hundred feet distant from the municipal wharf will be the completed work of the Outer Harbor Dock and Wharf Company, a subsidiary of the Union Oil Company. It is building the Miner concession, which reaches from the shore line at the foot of Timms Point, parallel with the municipal work, for 3000 feet into the waters protected by the breakwater. It is 1400 feet wide and when completed will offer 14,000 feet of frontage for ships at a depth of not less than thirty feet. It has already 2000 feet in service and has erected 1200 feet of warehouses and has asked and received permission to add 1800 feet more. Thus with the two improvements in the outer harbor, representing \$4,000,000 cost, the commerce of the Panama Canal will have three and one-half miles of wharfage, in deep water and safety, to which they may come under their own power and leave promptly in the same way.

That is the prospect at the end of two years. But it is only a beginning, for the city has 137 acres of submerged tidelands west of the Miner fill which it plans to improve by similar work. When completed, coincidentally with the growth of commerce, there will be ten miles of modern wharfage on the edge of the road in the open sea.

Thus with the dredging of the inner and the filling of the outer harbor the facilities for ships are to be made all that Nature requires but did not supply. It is a gigantic but not a hard task and at its completion Los Angeles will have twenty-one and one-half miles of municipally-owned wharves. This may be a decade hence when the city has a million people and its factories are pressed to supply the needs of an awakening Orient.

But these plans would not be adequate without the

artery that is to feed this heart of marine commerce—the municipal railway. It is planned to construct this railway from the heart of Los Angeles, by way of San Pedro street, over a right of way 125 feet wide, to the terminal at the harbor. In the city its branches are to extend in all the streets of the wholesale and industrial district, through the center of which San Pedro street runs, and the shippers will send and receive from the cars without reloading. At the harbor its branches are to run to every ship landing and its cars will be always in readiness to transport to the city that part of the cargoes that is not destined for storage in the municipal warehouses on the wharves. On this improvement the city plans to spend \$2,000,000 and to have it in operation by the time the Panama Canal is ready for its first ship.

### RIGHTS OF SHIPPERS.

It is not only to be a transportation facility but it is to be a jealous protector of the rights of all shippers, for the rates will be made just enough to cover maintenance and thus prevent the private companies from "lifting" the shippers from time to time. This danger is not great now but the presence of the municipal railroad will eliminate any danger. Recently the city disputed the rates charged by the railroads between San Pedro and Los Angeles, a distance of twenty-two miles. It was found that the rates were equal to those charged for freight from San Diego to Los Angeles, a distance of 125 miles. It placed water shipping at a distinct disadvantage among the Pacific ports. But the Railroad Commission reduced these rates from 33 to 60 per cent. in October and now the shippers are at no disadvantage. The municipal railroad is to safeguard this gain. It also has another benefit in affording means for any new transcontinental line to reach the harbor, for Los Angeles means to keep her harbor free.

And to keep her harbor free she has sought to wrest from every private interest title to the lands of the harbor. By act of the Legislature control of all tidelands has been ceded to the city. Before this action the city had brought a test suit to recover a large area in the inner harbor. The decision of Judge Bordwell, trial judge, was that these lands are irrevocable public property and may never be disposed of for other use. The decision is now pending in the Supreme Court, with every probability of approval. If the principle is established Los Angeles will prosecute her suits to recover every other similar possession, including the massive Miner fill, with its experimental concrete piling, and will recover over 3000 acres of choice sites for making improvements in the future.

Another means of keeping the harbor free and making it accessible is through the Harbor boulevard and highway, which is planned and for which much land has already been condemned. From the Huntington fill for a mile and a half to the north along the water front, this boulevard is to be made of a width of 130 feet. This is to be improved with macadam paving and will connect with the narrower part of the system that, for seven miles northward, will be made at municipal expense. At this point it will combine with the county good road system, which leads right to the heart of Los Angeles' business life. It is to be the highway of the team and the auto truck. By it the shipper at Los Angeles will have direct and convenient access to the warehouses of the wharves, and it will serve the same purpose that the great auto-truck road does to Havre, France.

### INDUSTRIAL SECTION.

That the harbor region is to be the industrial section of the community is indicated by the development of the electrical energy of the Los Angeles aqueduct, a gigantic \$23,000,000 project now nearly complete, which brings water from the snow peaks of the Sierras. This energy is calculated at 20,000 horse power, though it may be made greater. It will furnish abundant power for millions of spindles that will weave fabrics from Imperial Valley cotton. There is no doubt but that the production of cotton in this new region will soon exceed 100,000 bales each year and this raw material is to be the chief impetus for manufacturing fabrics that will be in demand in the Orient and South America.

In addition the great iron deposits of San Bernardino county, 100 miles east, are to be brought to the harbor and utilized for the arts in great iron and steel works. There too the products of the lumber forests on the north and of California are to be used in furniture-making. And for all this the cheap power of the aqueduct is to be the twin companion of a free harbor with its cheap rates.

But if there were not this industry there are other reasons why Los Angeles must plan a harbor on a great scale. It is the nearest railroad terminus in the Panama Canal for the whole Pacific Coast west of the Rockies and as far north as Idaho and Montana. Being such it must receive their eastern shipments and it must discharge their westward shipments.

An idea of all this may be easily gained by the movement of the California citrus crop. It amounted to 50,000 carloads last year. It cost \$20,000,000 to ship this to the East. When the Panama Canal is open a refrigerator ship, having a speed of sixteen knots an hour, can transport this great quantity in sixteen days from Los Angeles to New York, at not to exceed 50 per cent. of the present steam road tariff and perhaps as low as 25 per cent. This is worth \$10,000,000 to \$15,000,000 annually and in a service, too, that will be, on the average, shorter than it now takes to deliver this freight by transcontinental lines. All this traffic, or at least three-fourths of it, will go by ship from Los Angeles harbor. And the converse must be true because ships bring cargoes as well as taking them. If the saving on moving the citrus crop to the Atlantic is so much it will be an equal saving

(CONTINUED ON PAGE 35.)



# The Greatest Undertaking Man Ever Put His Hand To.

## THE PANAMA CANAL.

**W**HAT is the Panama Canal? It is the greatest undertaking in every respect that man ever put his hand to. This statement is made without thought of exception or qualification. Compared with the great cut which is to join the waters of the two great oceans of the globe through the backbone of the American continent where the two hemispheres join, the "Seven Wonders" of the ancient world all combined as one enterprise, the Sault Ste. Marie Canal and the Suez Canal of modern times, and a score of the greatest achievements of humanity are merely a child's tricks. It is a work which only American courage would undertake, only American energy and engineering skill could grasp, and only American wealth could accomplish.

The French, a virile and valiant people and a very wealthy nation, undertook this work and failed, although led by the great genius of Ferdinand de Lesseps and backed by the liberality of all Frenchmen who had a thousand francs to invest. De Lesseps and his great industrial army failed as flatly as that great French military genius Napoleon failed in his attempt to conquer Russia. The canal lay strewn with the wrecks of French endeavor as thickly as the route of the retreating army from Moscow back to Prussia. It was the same forces that thwarted De Lesseps as those that brought disaster upon Napoleon and his intrepid veterans. They were the gigantic forces of nature in each case in their most tremendous strength and hostile attitude. The blizzards of a Russian winter brought Napoleon's schemes to naught, and the torrential floods of tropical Panama pouring through the angry torrents of the Chagres River overthrew all the efforts of the great engineering genius of De Lesseps.

### CUTTING THE BACKBONE.

No mere words can answer the question, What is the Panama Canal? Only figures in coldest, plainest array can give this answer. To dig the Panama Canal means to cut the backbone of the American continent through a great link of the chain of mountains that form its backbone almost from the highest point of the central mountains to sea level so that a ship shall pass through the isthmian ditch from ocean to ocean. The purpose is to allow the vessel by going through the cut, fifty miles, to avoid sailing around the South American continent, thousands of miles and doubling the stormy Cape Horn. As the American continent runs generally from north to south, it is a popular error to suppose that the isthmus runs in the same general direction. As a matter of fact, from Colon on the Atlantic side to Panama on the Pacific, the isthmus runs almost directly east and west, and therefore the canal lies almost directly north and south.

From deep water on the Atlantic side to deep water on the Pacific side, where ships may come and from which they may go on their own steam without interruption, is a distance of fifty and one-half miles. The length of the canal measured on the land or from shore to shore is forty and a half miles. The maximum width at the bottom is 1000 feet and the minimum 300. This narrowest point in the canal covers nine miles of its length through the great Culebra cut.

The "Battle of the Levels" is familiar to many readers of American newspapers. The contention was as to whether a sea-level canal or one operated by locks should be undertaken. The government engineers were generally in favor of the lock system, and that was finally decided upon. There will be twelve pairs of locks. The usable length of each will be 1000 feet and the usable width 110 feet. To supply these locks with water, a great dam has been constructed, to impound the storm water of the Chagres River, with the added purpose of preventing the floods in times of torrential rains from destroying the whole works of the canal. This Gatun Lake will cover an area of 164 square miles. In the center of the great dam will be a channel from forty-five to eighty-five feet wide, to connect the great inland sea formed by the dam.

On the other side of the lake, going down to the Pacific Ocean, will be other locks similar to those on the Atlantic side. The total excavation to be made in making the cut from deep water to deep water is 174,000,000 cubic yards. The French in their undertaking cut out 78,146,960 cubic yards of earth, dry or wet. To hold the works in place calls for the use of 5,000,000 cubic yards of concrete work. When the canal shall be opened it will make it possible for a ship measuring 100 feet in length and drawing forty feet of water to pass through from ocean to ocean in from ten to twelve hours. This great vessel will pass through the twelve pairs of locks in three hours.

### A LEVIATHAN'S JOURNEY.

Let us follow one of these great ocean leviathans from Lemon Bay to Panama. From the time she enters the canal through the breakwater to the great Gatun dam she will pass over a distance of seven miles. Here three great locks will lift the ship eighty-five feet above sea level. From the last lock she passes into the great inland sea called modestly Gatun Lake (using in the canal electric power to be furnished by the canal managers,) then going on her own steam again she may sail as fast as in mid-ocean across the lake, a distance of twenty-four miles. At Bas Obispo the ship enters the Gatun cut, nine miles long, which takes her to Pedro Miguel. Here she is put into another series of locks, which lower her thirty and one-half feet, to a small lake one and one-half miles in length, terminating at Miraflores, where two other pairs of locks lower her to sea level in the Pacific, eight and one-half miles away.

The Gatun dam was the hardest engineering task undertaken by the American officers in charge of the construction of the canal. This dam is one and one-half miles long, a half mile wide at the base, 400 feet wide at the water surface, and rises to 115 feet above sea level. This is thirty feet above the normal level of the sea. There is a spillway near the center of the dam 1000 feet long and 300 feet wide, all cement-lined, to

regulate the water in the great lake. At the south end of this cut is a dam 1700 feet long and rising 105 feet above mean tide. On the west side of the cut there is a second dam 2700 feet long and rising fifteen feet above the mean level of the lake. The Gatun Lake of 164 square miles area is from forty-five to eighty-five feet deep, with a channel 1000 feet wide for a distance of sixteen miles and 500 feet wide for four more miles of distance. The side walls of the lock are from forty-five to fifty feet thick at the floor and eight feet thick at the top. The gates used in the locks are all of the best steel, seven feet thick, and weigh each from 300 to 600 tons. As there are ninety-two leaves in all, the total weight of these steel gates is 57,000 tons, and in constructing the walls there were used 4,500,000 cubic yards of concrete.

### THE CANAL ZONE.

Let us go back to the beginning. Before the United States could undertake this great enterprise it was necessary that our country should be assured of absolute sovereignty over the canal and the territory immediately adjacent thereto. The opportunity to secure this preliminary right offered itself when the people of Panama rose in revolution against the government of Colombia and overthrowing officials of that government declared their independence. The United States at once recognized the independence of the new nation and promptly entered into negotiations to secure rights necessary for the construction and maintenance of the canal. These negotiations resulted in our obtaining sovereignty over most of what is known as the "Canal Zone." This covers an area of nearly 450 square miles, and the sovereignty of our country is firmly established over 322 square miles of this territory.

Another preliminary necessary to the work was to secure the interest of the French company which had succeeded to the rights of the De Lesseps people in the old Panama Canal. In order to do this, the United States bought these rights from what was known as the New Panama Canal Company for \$40,000,000. We paid the Republic of Panama for the concessions granted a sum of \$10,000,000. With these steps taken, our government was ready to undertake the construction of the canal.

The first estimates put the amount of excavation to be done at much less than the actual development revealed as necessary. Buying out of the French company, our government became possessed of all the machinery and buildings left rusting and going to decay along the canal line. There were found there buildings erected by the French numbering 2150. We were able to utilize of these 1537. The net value put upon the French buildings was \$1,959,203. It is thought that we utilized these to the amount of \$1,000,000. The work actually done by the French amounted to the removal of 78,146,960 cubic yards of excavation. As the work progressed, it was found that we could use this work to the extent of 29,308,000 cubic yards.

### THE EXCAVATION.

Now began the great work of excavation. The work was undertaken May 4, 1904. During that year we removed 242,772 cubic yards. In 1905 the excavations totaled 1,798,227 cubic yards. The next year showed better progress, resulting in the removal of 4,948,497 cubic yards of matter. But not until 1907 was there made real progress. In that year the matter removed measured 13,365,290 cubic yards. In 1908 the work accomplished represented 37,116,735 cubic yards. In 1909 there were removed 35,096,666 cubic yards of matter, and by the end of March, 1910, our efforts had dug out 103,105,666 cubic yards of matter. This with the nearly 30,000,000 cubic yards of work done by the French available by our people came to 133,000,000 cubic yards of matter removed, leaving but a little over 40,000,000 to remove.

Since that time, when the shovels were digging out 3,000,000 cubic yards a month or more, more attention has been given to dam and lock construction. At the end of March, 1910, the matter removed from the great ditch came to a sum almost as large as the whole original estimate. Note, the actual work to be done amounted to more than 40,000,000 cubic yards in excess of this estimate, and when we consider that much less than one-half of the French work proved available, and also keeping in mind the magnitude of the undertaking, the discrepancy is not material. To the end of March, 1910, the total expenditures for the canal had reached \$210,010,568.58. The revised estimates of the total cost of the canal put the sum at \$375,000,000.

When the work was being pressed with perhaps unusual vigor in 1910, there was an army of 39,000 persons employed upon the canal. Of these, 5500 were Americans, the rest Spanish-Americans, half-castes and all sorts and descriptions of men.

### THE CHAGRES RIVER.

Only those conversant with the physical conditions involved in this great work can appreciate its accomplishment. The greatest obstacle to be overcome has been the controlling of the Chagres River. The watershed of this stream covers an area of 1320 square miles. Rain falls over there at the rate of almost six inches sometimes in twenty-four hours, and the stream will rise as much as twenty-six and one-half feet in that time. We must remember that the stream has twenty-six tributaries. The discharge of the Chagres carries from 8200 cubic feet to 90,000 cubic feet a second. Work by the French began on the Culebra cut away back in 1880, and was abandoned by them as a hopeless task, to be begun by us in 1904, and it was practically completed in July, 1911.

But there is another side to this watershed and the river which drains it. The dry season in Panama is short compared with the wet season, but when it is dry it is very, very dry, as well as when it is wet it is horrid. The maintenance of the locks by a water supply during the dry season was not so difficult a task as the protection of the works in the wet season. But for

all that it was no child's play. The great Gatun dam, with the Culebra cut and spillway, take care of the floods and store water for the dry season. So vast is the area of this lake that with a depth of five feet of water all over it above the normal, it will take care of three or four times as many ships as pass through the Suez Canal in the length of time covered by the dry season at Panama. The run-off of the Chagres River, immense as it is, can be handled in the worst storms.

### THE GATUN SEA.

The Gatun dam as actually constructed is 7500 feet long, 2100 wide at the base, 398 at the surface of the water, eighty-five to 100 at the crest of the wall, and it rises to 115 feet above the level of the sea. It contains 21,145,931 cubic yards of material, and on January 1, 1911, it was almost 60 per cent. completed. It impounds a lake of 164 square miles in area. Think what that means. Imagine a square laid out on the surface of Los Angeles county thirteen miles long, or almost as far as from the city to the beach, and as far as from the Hollywood Mountains nearly to Whittier the other way, and you have the area of the Gatun Lake. It covers a surface of much over 104,000 acres, and it is forty-five to more than eighty-five feet deep. To supply the locks going up on each side from tide-water to the lake, this impounded water will raise and lower ships during all the weeks of the dry season, and yet this water will be lowered not more than five feet over the whole surface of the lake. These five feet of water covering the surface of the Gatun Lake will fill the locks all through this dry season often enough to raise and lower eighty-five great ships 1000 feet long and drawing forty feet of water to the number of three or four times those that pass daily through the Suez Canal. On the contrary, when the rains descend from over 1320 square miles of mountain territory through twenty-six tributaries to the Chagres River at the rate of six inches a day, raising the main stream more than twenty-five feet in twenty-four hours, the spillway will run that torrent to the sea without detriment to any part of the gigantic work. This may mean the discharging of 90,000 cubic feet of the torrent in every second of one day after another for possibly nearly a week.

That is what the American engineers and their great army corps of soldiers of industry had set before them on that fourth day of May, 1904, as their greatest task. Side by side, was the removal of nearly 175,000,000 cubic feet of matter solid or semi-solid in order to cut the great ditch from deep water to deep water.

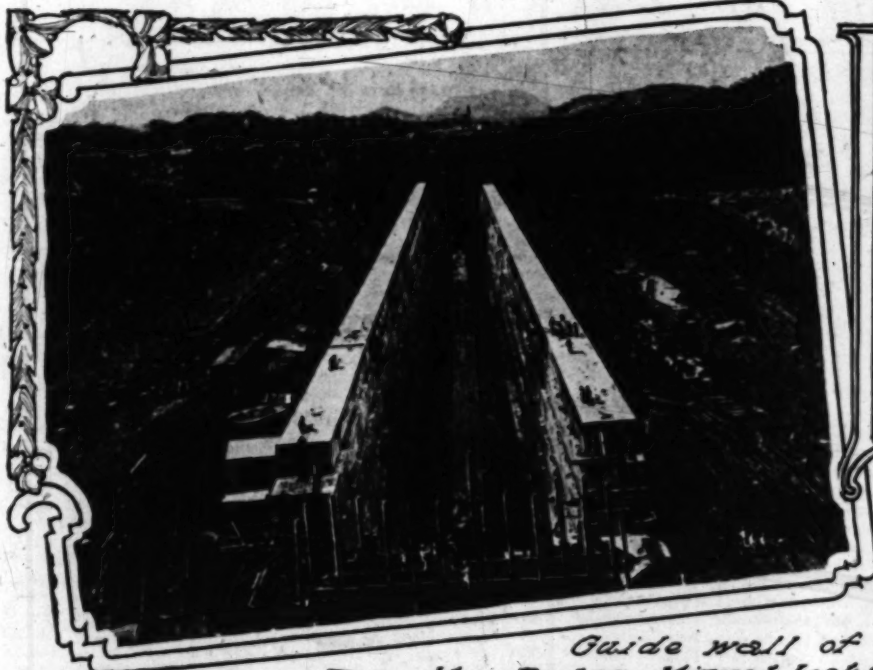
### GENERAL AND ARMY.

Today this Midwinter Number of The Times appears with the date January 1, 1912, at its head. The army of nearly 40,000 workers under the command of Col. Goethals has the great mass of both cut and concrete-fill completed and the end in sight twenty-four months hence, or twelve months before the appointed date. Unforeseen difficulties have been encountered, but the general and his army have never recoiled for a moment before the hissing floods of the angry Chagres River, offended at all attempts to control its turbulent spirit. Slides have occurred and work has been washed away by the floods, only to be taken in hand again with the experience of past failures to make stepping stones to future successes. The force of nearly 40,000 men working the hundred great steam shovels, each one lifting from a quarter of a hundred to over a hundred tons at a load, has kept right on regardless of all interruptions, defying all difficulties, passing over all obstacles.

When the violence of the elements creating turbulent floods failed to daunt the great industrial army, disease attacked the forces of civilization at all hands. The isthmian climate, with its Chagres fever, was the terror of the Argonauts who sought California after the news of the discovery of gold spread abroad throughout the world. Many a strong, hopeful young man landed in perfect health at Colon, to leave Panama a week or two later, and then be seized with fits of fever which left him in San Francisco a physical wreck, never to recover from the effects of that terrible fever. The Americans who took their lives in their hands to go down to Panama and dig out the great canal fell a prey to the same malignant disease. But American medical skill and modern sanitation took up the task of making the Canal Zone healthful with as much confidence and courage as they attacked the rocks in the mountains and the slush in swamps of the lowlands. So entirely effective were the efforts of the sanitary corps that the Canal Zone has been declared as safe from the health point of view as New England or the Middle States. Whereas solitary individuals ventured to the isthmus in the early days of the work, American families are now living there in perfect health.

These have been the tasks set before men "from the beginning." Nature has been at most times rude in her attacks upon humanity. Savage Nature, rough and hostile, with the demons of disease as her allies, has opposed humanity at every forward step of the path that has led from barbarism up to modern civilization. No men ever attacked nature in a more hostile mood or disease in more malignant form than beset the steps of those who undertook to walk at sea level from Colon to Panama by cutting through the solid rock, pumping out the slush of the marshes, controlling the torrents, and creating an inland fresh-water sea. By American capital, energy and genius all the forces of Nature and all her allies doing their worst have been defied and overcome. The canal is practically an accomplished fact, and the fruits of American labor are through our diplomacy and statesmanship secured to us for all time to come. Not only has the Republic of Panama given us absolute sovereignty over the canal and the approaches thereto and all its course from ocean to ocean, but also we have the right to maintain peace and order in the whole Canal Zone. This really means that if necessary the United States government may step in and acquire absolute possession of the remainder of what is known as the "Canal Zone," giving us sovereignty over the whole area, 441 square miles.



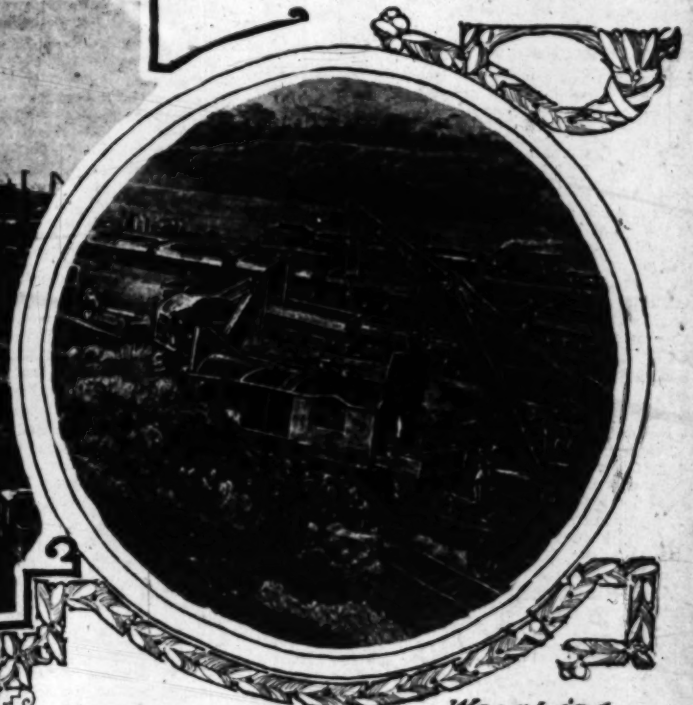


*Guide wall of  
the Pedro Miguel locks.*

# INSIDE the PANAMA CANAL



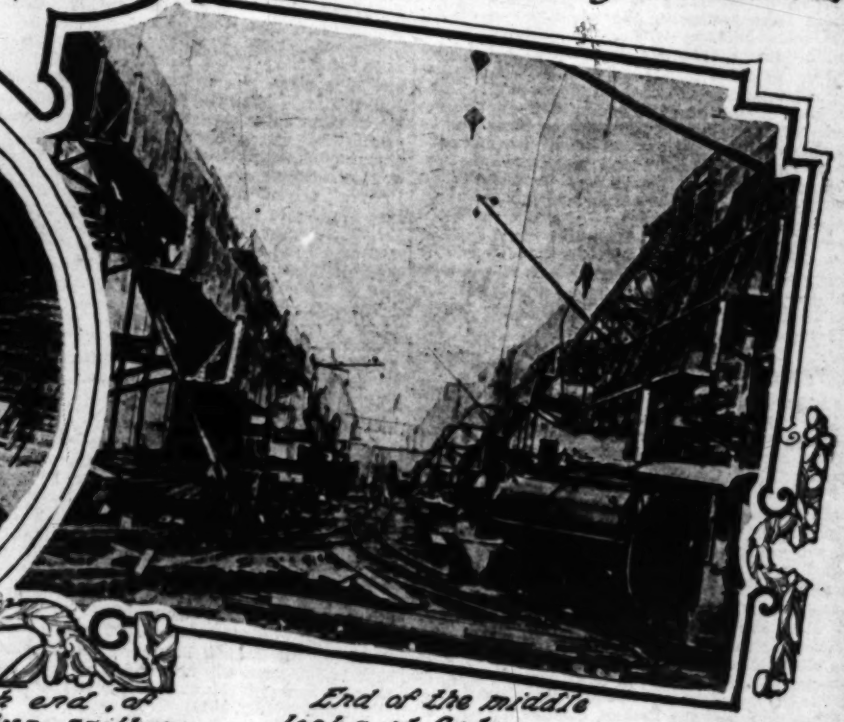
*The big machine  
arms at work*



*Wrecking  
crane raising a steamship's*



*South end of  
the Gatun spillway.*



*End of the middle  
locks at Gatun.*



# LOS ANGELES *and* HER HARBOR

## *The Key to the Southwest*





## Effect of the Panama Canal on Commerce of the Southwest.

BY AN EXPERT.

WHEN one who has made a study of transportation permits his mind to dwell upon the future, and is then asked to paint a picture of the effect of the Panama Canal upon commerce and transportation within the space allotted, his mind is staggered. In fact, the subject is one that would fill a volume that would overshadow Webster's New Unabridged. I find my mind running riot at every stroke of the pen, with thoughts of the great developments that are being made and that will be made in this southern empire. However, I will endeavor to confine myself to the present and the very near future, as well as a rebellious mind will permit.

Mr. Bush, of the Bush Terminals, in Brooklyn, after inspecting our harbor and its facilities, recently, stated very correctly that we would not always depend upon the East for our manufactured supplies, but, until we do avail ourselves of the vast supply of crude products for manufacture with which nature has so bountifully endowed us, his prediction cannot be fulfilled. So, then, we will deal first with the tonnage which comes to us from the Eastern and Central States, and, in order that we may have a standard of measurement for these possibilities of the future, let us travel backward a few years.

When C. P. Huntington built his great wharf at Santa Monica, in 1903, he, too, had dreams of a great future, and it was here that the founders of the American-Hawaiian Steamship Company—a close corporation, in fact, you may say a family corporation—were then landing vessels with a few tons of eastern merchandise, transported via the Cape Horn route. And this was the real beginning of water transportation, for from this beginning the American-Hawaiian people were enabled, in 1907, to place in service a number of fine steam-propelled vessels and make arrangements with the Tehuantepec National Railway to handle their traffic across the Isthmus of Tehuantepec, thereby materially curtailing the time in transit. Southern California—especially Los Angeles—appreciated this new channel of trade, and gave the line, the first year, about 25,000 tons of freight. We then had a service every three weeks.

### INCREASED TONNAGE.

In 1908, the tonnage had so increased that the American-Hawaiian people were justified in placing more vessels in service, and they then gave us a sailing every fifteen days—the tonnage amounting to about 40,000 tons. Today, the tonnage justifies a seven-day service, and the American-Hawaiian line's fleet has grown until it represents the largest aggregate capacity of any fleet of steamers under single ownership under the American flag.

In the meantime two energetic young San Francisco men, realizing the tremendous growth of our southern territory and the possibility of a successful entrepôt into this same field, began operating from New York and Philadelphia to Los Angeles and San Francisco the latter part of 1910, utilizing the government line of steamers on the east coast and the government's Panama Railroad across the Isthmus in conjunction with their own line of boats on the west side. They have since augmented their service, so that with their line (the California-Atlantic Steamship Company) and the American-Hawaiian, we now have two boats per week, and a combined tonnage for Los Angeles in the neighborhood of 150,000 tons.

Now 150,000 tons is rather a dry sort of a way to express the value of this service; one can more readily understand value when reduced to dollars and cents. This 150,000 tons transported by the above

named companies will have saved to the receivers of Los Angeles during the year 1911 a fraction over three-quarters of a million of dollars, figured from the railroad standpoint—in other words, it means that the receivers of freight have paid three-quarters of a million dollars less in freight charges than they would have paid had the tonnage been transported all rail.

A difficult problem that the water carriers faced in the beginning was our inability to give them an east-bound cargo. At first this tonnage was rather discouraging, but more recently shippers of east-bound products, realizing the important bearing of water transportation upon the regulation of freight rates, have begun to offer the water carriers such tonnage as the local freight rates from points of production to the port will justify, and I am informed by both companies that the east-bound business has materially increased; in fact, they have been obliged to hold over from 500 to 2000 tons from one vessel to another.

We now come to what we may expect when the Panama Canal is open to traffic—for we cannot hope to further materially increase our water-borne tonnage until the canal is open—this, because of the limited capacity of the Tehuantepec and Panama rail routes.

### OUR PRODUCTS FOR FREIGHT.

First, we must figure upon what tonnage we can give the ships, eastward, in order that reasonable rates may be continued westward. And, predicting that the canal will be in full-fledged operation by 1915, we will then have in Southern California a citrus fruit tonnage amounting to 70,000 cars. Of this 70,000 cars, we estimate that from 20,000 to 25,000 cars will move via Southern California ports. This, reduced to tons, means 280,000 tons—to say nothing of other products of the soil that can be safely carried by water, such as beans, apples, nuts, wine, canned goods, etc., which we may safely estimate will bring the products of the soil up to 500,000 tons. Then we have our mineral products—box fields within eighty miles of the port and deposits of lepidolite. This, with the possibilities of our cotton crop and other items, will bring our east-bound tonnage up to a possible three-quarters of a million tons, and our west-bound tonnage will be equal to and even greater than our east-bound.

In the meantime this will not have detracted from the rail tonnage, for this also will have increased, and the rail lines will be carrying tonnage from Los Angeles, San Diego and Southern California cities adjacent to the ports to the interior as far east, we may say, as Salt Lake, or even Butte, Denver, El Paso and territory contiguous to these cities. We must not think, however, that the Southern California ports will have a monopoly of this business—for we will have close competitors in New Orleans and Galveston on the one hand, and Seattle and San Francisco on the other.

### OUR TERRITORY.

It may not be amiss to give your readers a glance at the mileage statistics at this time. We will take first Denver territory—1349 miles from New Orleans and about an equal (1368) mileage from Los Angeles, but only 1125 miles from Galveston; 1377 miles from San Francisco and 1576 miles from Seattle.

Our Salt Lake territory, however, is very favorably located as to the western ports. From Galveston it is 1692 miles; from Seattle, 1087, while from Los Angeles it is but 781 miles; from San Francisco, 823.

Montana territory, taking Butte and Boise as a basis, will be very accessible to San Francisco and

Seattle, the distance from Seattle to Butte being 781 miles; from San Francisco, 1183; from Los Angeles, 1215 miles.

But the Southern California ports have the advantage over our northern neighbors, for we can confidently say that freight may be landed in Salt Lake territory by rail from Los Angeles, before a ship, after clearing Los Angeles, will have arrived in San Francisco. The above territory, therefore, will be strongly competitive.

Besides this, we have the vast territory which is being opened up by reclamation projects—New Mexico, Arizona and Nevada—and you will find the merchants of Phoenix, Albuquerque and Imperial Valley all reaching out for transportation service through the Southern California ports.

### AS TO FOREIGN TONNAGE.

Now, with regard to our foreign tonnage. This is largely problematical, for at this writing no one can tell what effect the canal will have upon the transportation of tonnage between the Orient and eastern seaboard, direct—i. e., as to whether it will seek the Panama route (and I think it should) or continue to be handled by rail through the Pacific ports. Certainly Southern California will not feel the loss of this tonnage, for, up to this time, we have not handled it; therefore, we must create foreign tonnage. First, we should look to our cotton, and there will be more or less other products of the soil that can be exported to advantage. We are now receiving a considerable tonnage of foreign merchandise mostly via vessels operating through the Straits of Magellan. This will increase, but to what extent cannot be stated with any degree of exactitude. Tonnage follows population, however; therefore, our aim should be to build up our interior country by encouraging desirable immigration. All Southern California cities and towns—especially those in the interior—should unite to organize a clearinghouse for the solicitation and distribution of desirable immigrants. We should avoid the mistakes made by the congested cities of the East, where thousands of immigrants have been dumped without definite aim or destination; agencies should be established in such countries as Germany, Austria, France, Italy, etc., to solicit from the rural districts of those countries those who are familiar with agricultural pursuits, picturing to them, truthfully, the possibilities of our great interior. Stop and think for a moment that Kern county has a half million acres of undeveloped land; San Diego county has hundreds of thousands of acres, to say nothing of the immense acreage in the Colorado River country, which is fast developing under government and State reclamation projects. Think of this immense area cut up into tracts of from five to 100 acres and intensely farmed, as the Old World farmer cultivates the soil. Why, it is not an exaggerated dream that within three years after the canal opens an addition may be made to the population of Southern California of 2,000,000 or more, and that, too, a desirable population.

As to industries: they will naturally follow, for when our resources become known they cannot but attract industrial capital. In Southern California alone it is estimated that we have a greater quantity of iron ore than is found in the great deposits of Lake Superior. There is, in fact, no product of the East that is not wrapped up in the mountains, valleys or deserts of California. Manufacturing, too, always follows population, and when the population of Southern California justifies, you will see Los Angeles a great manufacturing city.

F. P. GREGSON,

Traffic Manager Los Angeles Jobbers' Association.

## Vineyardists Coming Here from France and Italy.

### CANAL WILL BRING THEM.

A GREAT colonization movement, with the fertile fruit and grape lands of California as the objective point, will start from France and Italy with the completion of the Panama Canal, is the gist of a statement by Guy B. Barnham, who recently returned from a three months' automobile tour of Italy, France and other points on the Continent.

While touring through Europe Mr. Barnham paid particular attention to the conditions surrounding the fruit and wine industry and culture in France and Italy and learned that the middle class of fruit and wine growers are looking forward to California as the promised land where all of their troubles will be over and where they will have instead of a paltry one or two acres of vineyard or orchard a fruit or grape ranch of fifty to several hundred acres.

The fact that the climatic and soil conditions in California are almost duplicates of the conditions existing in France and Italy is the basis for this attitude of expectancy on the part of the small owners and workers in the vineyards and orchards.

The class of men and women who are able to so intensely cultivate one or two acres that they obtain a living for a half dozen would by applying the same methods and attention to the virgin lands of California wrest a small fortune from a comparatively small vineyard or fruit ranch.

### A GOOD POINTER.

"One of the most significant factors pointing to a systematic establishment of Italian and French vineyard and fruit colonies in California following the completion of the Panama Canal," said Mr. Barnham, "was my conversation with William S. Dalliba, manager of the Paris branch of the American Express Company, whom I met in Paris. Mr. Dalliba, who is a personal friend of James

Stillman of New York, told me of a conversation he had had with Mr. Stillman a week prior to my meeting Mr. Stillman, who represents the Morgan-Harriman investment syndicate, had been in Southern California for two months incognito and had been looking over the situation thoroughly with the end in view of investment in lands. Mr. Stillman stated that he looked forward to one of the greatest and most concerted movements of the small vineyardist and worker of France and Italy in seeking lands in Southern California that has ever occurred.

"He stated that California is nearly as large as France and larger than Italy. The north of California corresponds to the north of France and the south of this State corresponds to the south of France. The climatic conditions are almost the same, with the exception that we have a lighter and dryer climate than France or Italy. The conditions which the vineyardist or fruit rancher of France or Italy would find in California he said were the same conditions that for generations he has encountered and that he would feel at home. He pointed out that France has about 35,000,000 people and has always depended on its agricultural industry.

"Mr. Stillman pointed out that with the completion of the canal there would be a water journey possible from France or Italy to California, which is, of course, vastly cheaper than the present transportation by ship and then by rail across 3000 miles of continent. This will appeal to the worker in the vineyards.

"They have been hearing of the glories of California from a number of their own countrymen who have been here and who have made snug fortunes since coming to California. These gentlemen have made frequent trips back to their native land and have devoted a great deal of their time to spreading the gospel of Southern California among the skilled vineyard workers and the successful fruit growers of Italy and France.

I have in mind now Ferdinando Beasolo, Giovanni

Pimmo, Giovanni Dematias, all men of large affairs in Southern California, who came here from Italy and who have been busy telling their countrymen of the wonders of California. Then there is Secondo Guastl, president of the Italian Vineyard Company, which has a property valued at \$7,000,000 or more. He has been made a Chevalier of Italy for his success and his interest in the welfare of his home people. There was P. C. Rossi, president of the Italian-Swiss Colony of Asti, in Sonoma county, who was killed recently in an accident. Rossi was also decorated as a Chevalier of Italy for his successful work and his interest in his countrymen. These men, who came to California comparatively poor from Italy, have made fortunes and have developed a great industry. They have been conducting a propaganda among their countrymen, telling them of the wonders of California and how cheap good land could be purchased and how identical conditions and climate here are with Italy.

"Another instance of the thrift of the Italians in Southern California is that in San Bernardino county the Italian Vineyard Company purchased land at \$10 per acre and through their development and energy have advanced the price of their own and adjacent land up to from \$50 to as high as \$200 an acre for vineyard land.

### SAVING MONEY FOR IT.

"The success of the Italians and French in California has reached the ears of their hard-working countrymen back home and they are waiting and saving their money against the time when the great canal is opened and they will be able to sail from their own land direct to San Pedro harbor.

"A particular thing which I noticed was that the Italians and French treat their vineyards differently than we do in California. I did not see one vineyard

[CONTINUED ON PAGE 45.]



## What Will the Great Canal Mean to Los Angeles?

### SOME PROSPECTS.

**G**REAT CITIES owe their existence to two prime factors—favorable environments and the well-directed enterprise of their citizens. Los Angeles has reached its present commanding prominence by a happy conjunction and development of both those factors. History presents no example of a rise so rapid, so substantial, and so full of future promise, as the wonderful growth of this young metropolis of the great and vigorous Southwest.

Its phenomenal development has been due to an extraordinary combination of agencies—the focalization of suburban and transcontinental railway systems; the creation of vineyards, orange orchards and nut groves by conducting mountain streams to arid but fertile lands; the tapping of vast stores of mineral oils; the adoption of business methods in mining precious metals in tributary territory; cheap water transportation of lumber from the North, of silks, teas and other valuable merchandise from the Orient, of rich tropical products from India, Africa and South America; a climate and scenic attractions that rival the fairest regions of Southern Europe; and an indomitable spirit of enterprise, civic pride, and concerted effort which characterizes her citizens.

Venice, built on mud flats in the Adriatic, became mistress of the seas; Holland, reclaimed from low-land swamps, became the entrepot of Central Europe; Manchester, thirty-five miles from the ocean, built an \$80,000,000 canal and became a seaport; London, located on the banks of the shallow Thames, deepened her waterway and now accommodates the commerce of the world. Even Paris and Berlin, though far inland, have, by the mercy of their citizens, become magnificent capitals.

The energy and enterprise of Los Angeles compare favorably with that of the old-world cities named. Rome constructed an aqueduct that gave her lasting fame, but young Los Angeles, overcoming formidable engineering difficulties, is constructing an artificial river 240 miles in length, piercing mountains and spanning abysses, to conduct the uncontaminated waters of Sierra glaciers and snowfields to her homes and factories, and for the irrigation of thousands of square miles of productive lands in her vicinity, and the development of low-cost electric power for her municipal industries and for local transportation.

#### OUR HARBOR.

But all these achievements, of which she may justly boast, are only preliminary to greater things already planned, which will place her high in the ranks of the foremost cities on the globe. Realizing that she has vast undeveloped agricultural and mining resources all about her, that she is at the focus of a system of transconti-

mental railways, that the merchants of all countries will seek to exchange products with her, that her commercial facilities must be adequate to meet future demands, Los Angeles is now constructing deep and capacious inner and outer harbors, lining them with fifty miles of piers and wharves, capable of giving shelter and accommodation to the fleets of coastwise craft sailing up and down the West Coast of America, and to the mighty leviathans of the deep from Asia and Polynesia, and when the Panama Canal is completed, from the teeming populations of the countries bordering on both shores of the Atlantic Ocean.

Whether the traffic through the canal is destined for the Northern Coast of America, or for the empires across the sea, Los Angeles will be the first great port at which they will stop to unload passengers and freight, to be replaced by other passengers and other merchandise gathered at this focal point in the world's great highways, and destined for countries on other parts of the globe.

The completion of the Panama Canal will add to our resources and prosperity in another and very important way. By land we are 3000 miles from the most populous Eastern States, and transportation by rail over long distances is very expensive, in fact almost prohibitory for some products. The construction of the canal gives us a continuous waterway to the most thickly inhabited shores of the Atlantic Ocean.

We are now shipping annually between 40,000 and 50,000 carloads of citrus fruits to points beyond the Rocky Mountains. The destination of more than half of this valuable product is in States beyond the Mississippi Valley, at a cost of \$1.15 per box, thus entailing an enormous outlay for freight. The same product could be sent via the isthmus at a saving of from 25 to 40 per cent, thus rendering that branch of our industries far more profitable and enormously stimulating its growth. Of course part of this large saving would be applied to lowering the price of our products in the eastern markets and thereby increasing a demand for them.

The same gain, the same advantage to our own and to eastern communities will be effected in the transportation of our English walnuts, our lima beans, our beet sugar, our delicious fruits, our celery, and numerous other products of our soil which the people of the East have learned to appreciate. Even our petroleum would find a more profitable outlet if we had water transportation through the canal. It will surprise some even well-informed persons to learn that nearly one-third of the oil product of the United States comes from the wells of the southern half of the State of California. We are now shipping to Asia and South America, but our large surplus would enable us to "send coals to Newcastle," that is, make profitable shipments to Atlantic Coast cities.

Even under present conditions, laboring under the

disadvantages of inadequate facilities, which, however, are being energetically enlarged and improved, the commerce of our port has been annually increasing by leaps and bounds during the last score of years. The lumber movement of our harbor exceeds that of any other port in the United States. During the past year we imported more than 600,000,000 feet of lumber. It was needed for the new buildings and growing industries of Los Angeles and other Southern California cities.

The Pacific Coast consumes large quantities of copper and steel products. Our neighbor, Arizona, produces more copper than any other State in the Union. The copper matte is sent East by rail at great cost, and the manufactured product is brought back by rail at still greater cost. Immense deposits of high grade iron ore lie within 100 miles of Los Angeles, but the steel bars and billets required in our foundries and workshops and the thousands of tons of structural steel used in our skyscrapers and warehouses are expensively hauled by rail from eastern iron districts, or by long, time-consuming journeys round the Horn.

By and by our large and constantly increasing demands for steel and copper will compel the establishment of works for the reduction and manufacture of the raw materials within our own territory. Until that auspicious day arrives the Panama Canal will prove a great boon to all our manufacturing and building interests.

#### NEW STEAMERS.

Upon the completion of the Panama Canal some of the finest passenger steamers in the world will sail for this coast from the leading ports of Europe and the United States. They will be equipped with everything that can contribute to the comfort and pleasure of their guests. Throngs of travelers will avail themselves of this opportunity to be thrilled with new sights and novel experiences. Among them will be bankers, merchants, manufacturers, capitalists, and investors of every sort. While on this long journey of enforced leisure they will converse with the world travelers on board, and will learn much about the comparative merits attractions and advantages of the countries whence they came and towards which they are bound. A large proportion of them will for the first time obtain a correct and vivid notion of Los Angeles and its semi-tropic setting, and about which they have heard glowing, or they may think extravagant, reports.

After the novel excitement of passing through the massive locks of the wonderful canal and cleaving the mountain barrier which is a grand object lesson of national enterprise and human achievement, and after they have entered the placid waters of the almost boundless Pacific Ocean, they will look forward with eager expectation to the day when they will behold this magic city of the Western Continent.

WILLIAM H. KNIGHT.

### Cultivation of Peanuts.

#### A SUCCESSFUL AGRICULTURAL PURSUIT IN ORANGE COUNTY.

**F**OR MORE than thirty years peanuts have been grown in and around Tustin, but being one of the minor industries of the county, it is perhaps the least known of all. Our Department of Agriculture tells us that the peanut is not a nut, strictly speaking, but the fruit of a leguminous plant (*Arachis hypogaea*) related to the pea and bean. As to its native home, the opinions of botanists are divided between Africa and America.

Probably the largest acreage ever planted in the county was that of 400 acres on the great San Joaquin ranch three years ago, when about 1000 acres was set to young fruit and walnut trees. The goobers were raised between the rows of these trees for the purpose of helping out with expenses until the trees were in bearing. Light sandy soil was selected for the peanuts, while the heavy adobe portions of the great orchard were devoted to beans and peas. But two varieties were cultivated on the ranch—the large Virginia peanut and the little Spanish. The latter must be put through the sheller, as its tiny size renders it unmarketable in the shuck. The larger kind is sometimes shelled, but generally to order, for which 15 cents a sack was charged.

Peanuts are great soil rejuvenators. They have the power of extracting nitrogen from the atmosphere, storing it in the roots and vines, and finally transferring it to the soil. It is true that peanuts take potash and phosphoric acid from the soil, but the nitrogen they have is more valuable than the elements they remove. About fifty pounds of unshelled nuts are required to seed an acre. They are shelled carefully by hand, and planted by means of a machine that sows four rows at a time. To insure plump, sweet kernels, the vines are given plenty of water and kept free from choking weeds. Fifty men were employed to hoe the weeds out of the vines on that 400-acre field.

A loose, sandy soil is needed to permit the little peanuts to enter the ground and get a thrifty start, for it is there the young nuts are produced. These peanuts form under the blossoms and do not appear until the pretty yellow flowers bloom and drop off. The peanut vine is a vigorous grower, is of a deep, fresh green and is a beautifier of the landscape. The vines make rich feed for stock, and are excellent as a fertilizer. The seed is planted in the spring as soon as the weather is warm enough, generally in May. In October or November, when the nuts ripen, the vines are cut close from the soil by machinery and turned over to dry in the sunshine. The peanuts are picked by Mexicans, who generally get about two sacks a day, for which they are paid 35 cents a sack.

It is a sight quaint and picturesque—those Mexican families at their work. Many gray-haired men and women are among them. But the bright "senoritas"

seem to enjoy the monotonous handling of the goobers out in the warm autumn sunshine. There, by the dry brown hills, with the endless stretches of the great ranch about them, they give themselves up to the sweet influences of "the land of the afternoon" and labor at filling the coarse sacks as their fancy dictates.

About six weeks were required to pick the crop of the San Joaquin ranch, so these lowly people pitched their tents on the ranch, as near to the peanut vines as possible. Their camp, from its accompanying guard of all sorts and conditions of dogs, puts one in mind of a Gypsy settlement.

Spanish nuts were thrashed through an eight-horsepower machine that had a capacity of 150 sacks a day. There also was a machine of half that power for thrashing the Virginia peanuts, of which 300 sacks a day were run out. From the field the nuts were hauled to the mill at Tustin, passed through a roller to remove the adhering soil and afterwards put into the separator where the remaining dirt was fanned off. Eight girls stood at the separator to pick out the dark and broken shells as the nuts were carried over a moving canvas band into sacks below. The separator required four men in its operation.

The maximum yield of peanuts to the acre is 3500 pounds, the minimum about 1500 pounds. The yield from 200 acres the previous season amounted to 400,000 pounds of nuts, valued at \$16,000. From the 400 acres the crop was expected to be about 400 tons, but there were many disadvantages connected with the industry that season that resulted in reducing the output about one-half. The land never had been planted before, and the new electric pumps at the wells were not in working order early enough in the season to get the water on the vines at the time they were most in need of it. Then the rains came earlier than usual, soon after the vines had been cut and uprooted. However, the nuts escaped injury by drying out in the sunny days that followed, and the half-crop was a fairly good one. It found ready sale in Los Angeles where all the former peanut crops had been marketed, and where about all the California production is sold.

After long experience here, this grower learned that the industry is a paying one when a small acreage is planted, for example, 30 or 40 acres, or when the nuts are grown between orchard rows to help meet expenses. Otherwise, he considers the good land required for the work here in Southern California too valuable to be given up to such a hazardous venture. Better returns are received from crops that are benefited by the rains instead of being destroyed by it.

In Fullerton the goobers have been grown successfully for a number of years. A few seasons ago E. W. Brewer brought out that extraordinary production, the Placencia Wonder, a giant peanut which, with its increased size, retains all the good points of the smaller varieties. It sprang from fancy seed obtained in the East at \$1.10 a pound, and produced at Fullerton more than a ton of these giants to the acre. All the success was attributed to soil and climate. These huge nuts were raised between rows of orange trees on the Brewer ranch.

This industry would be carried on more extensively in Southern California, but for competition with Japan. Importations from that country now supply 99 per cent of the unshelled peanuts used on the Pacific Coast. As

there is a smaller demand for California peanuts at better prices than the Japanese, the few growers that still raise them get very fair prices, but any considerable increase of acreage would cause the price to drop so low as to be unprofitable. There were enough difficulties to contend with in growing peanuts in California, without having to compete with the Japanese article produced in Asia, where farm labor is worth only 10 or 15 cents a day. As the tariff on peanuts is insignificant it is inevitable that the Japanese will continue to supply the Pacific Coast market, and with the opening of the Panama Canal, will, no doubt, compete on the Atlantic Coast with the Virginia article.

ELTHEA EMBODY.

### Los Angeles Building a Harbor.

(CONTINUED FROM PAGE 24.)

ing to ship the products of the East by water through the port of Los Angeles, to be distributed through the States west of the Rockies, as far north as Idaho and Montana. And it naturally follows that their great fruit and grain crops and their abundant commercial minerals and oil will find the same channels. It is this logical concentration of effort that promises Los Angeles harbor its greatness. Los Angeles city her million people, and justifies the great plans for harbor development.

#### A FREE HARBOR.

Being a free harbor the city has already taken steps to make the name apply. Pilotage fees, since the city gained control from the State, have been reduced to almost nothing and will soon be abandoned; and wharfage charges have been reduced to less than 10 per cent of their amount under private control. Every other facility is to be placed at minimum cost until the port will be as free as a port can be without being supported by municipal taxation.

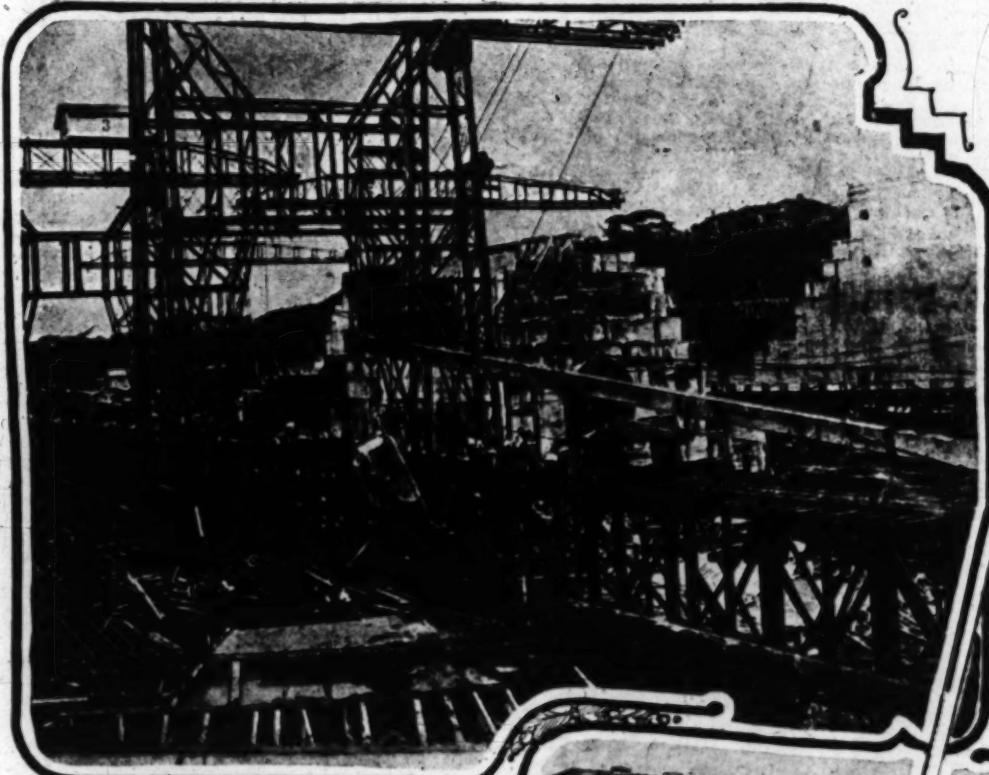
In addition to all the municipal improvements planned and under way and now in use there are a score of private enterprises of great magnitude, besides the Miner fill, the Southern Pacific ship and its channel frontage, the Pacific Wharf and Storage Company's wharves, with many acres of warehouses, the San Pedro Lumber Company's improvements, and the great lumber companies of the inner harbor are making a great showing. In shipping tonnage the port is climbing rapidly. Last year its total was 1,665,000, comparing favorably with San Francisco's 6,500,000 tons and her monopoly of the South Sea trade and her lion's share of the oriental traffic and her great natural advantages. Los Angeles has jumped to first rank as a lumber port and her other imports and exports are mounting almost as rapidly. During 1911 she carried 2,600,000 tons over her wharves. It is an easy guess to imagine her tonnage trebled, at least, when the Panama traffic seeks a close port, and there are men who believe it will be much greater than three times what it was the past year.

W. R. WILLIAMS.



# GREAT ENGINEERING WORKS

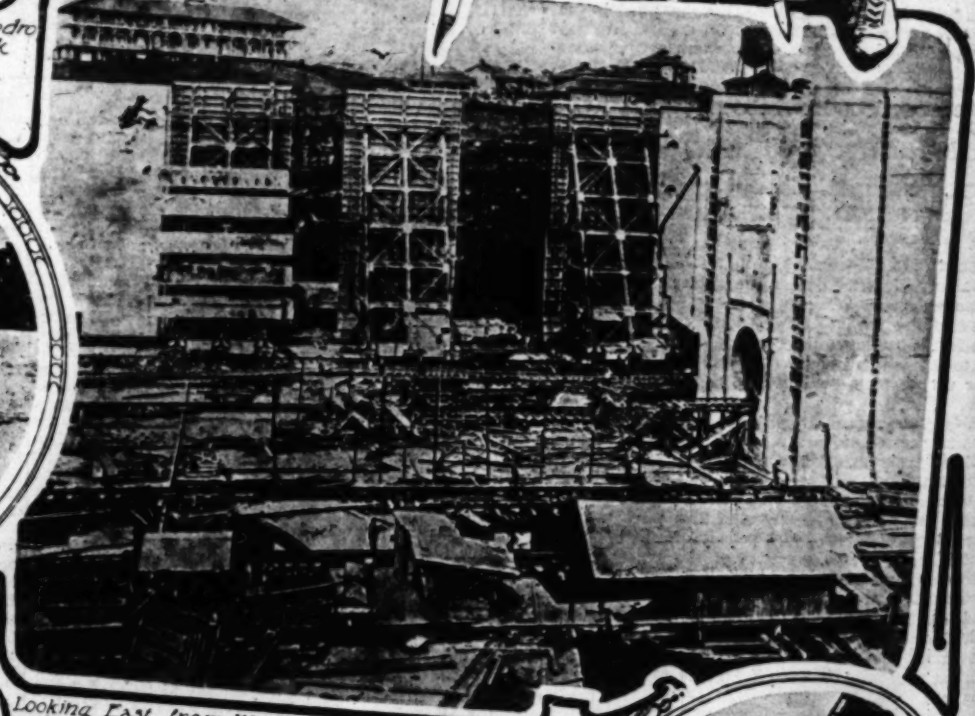
## PANAMA CANAL



Looking South from forebay at Pedro Miguel Locks, showing east lock chamber. Cranes



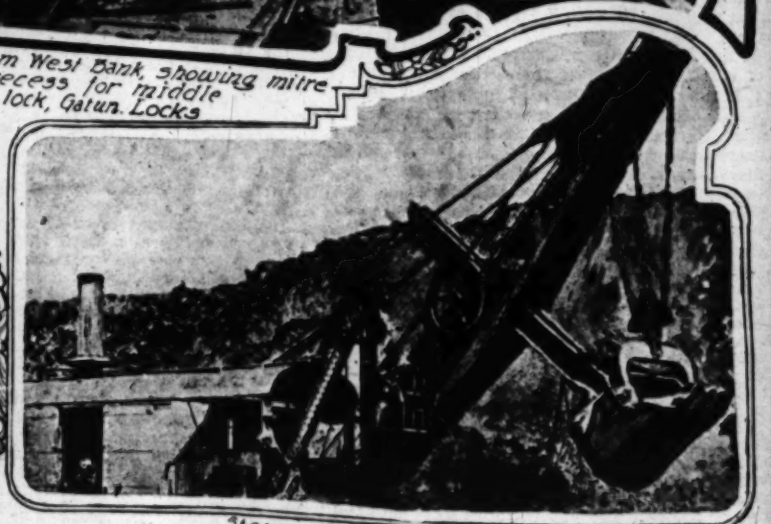
The Panama Canal from Colon



Looking East from West Bank, showing mitre sill and gate recess for middle chamber of top lock, Gatun Locks



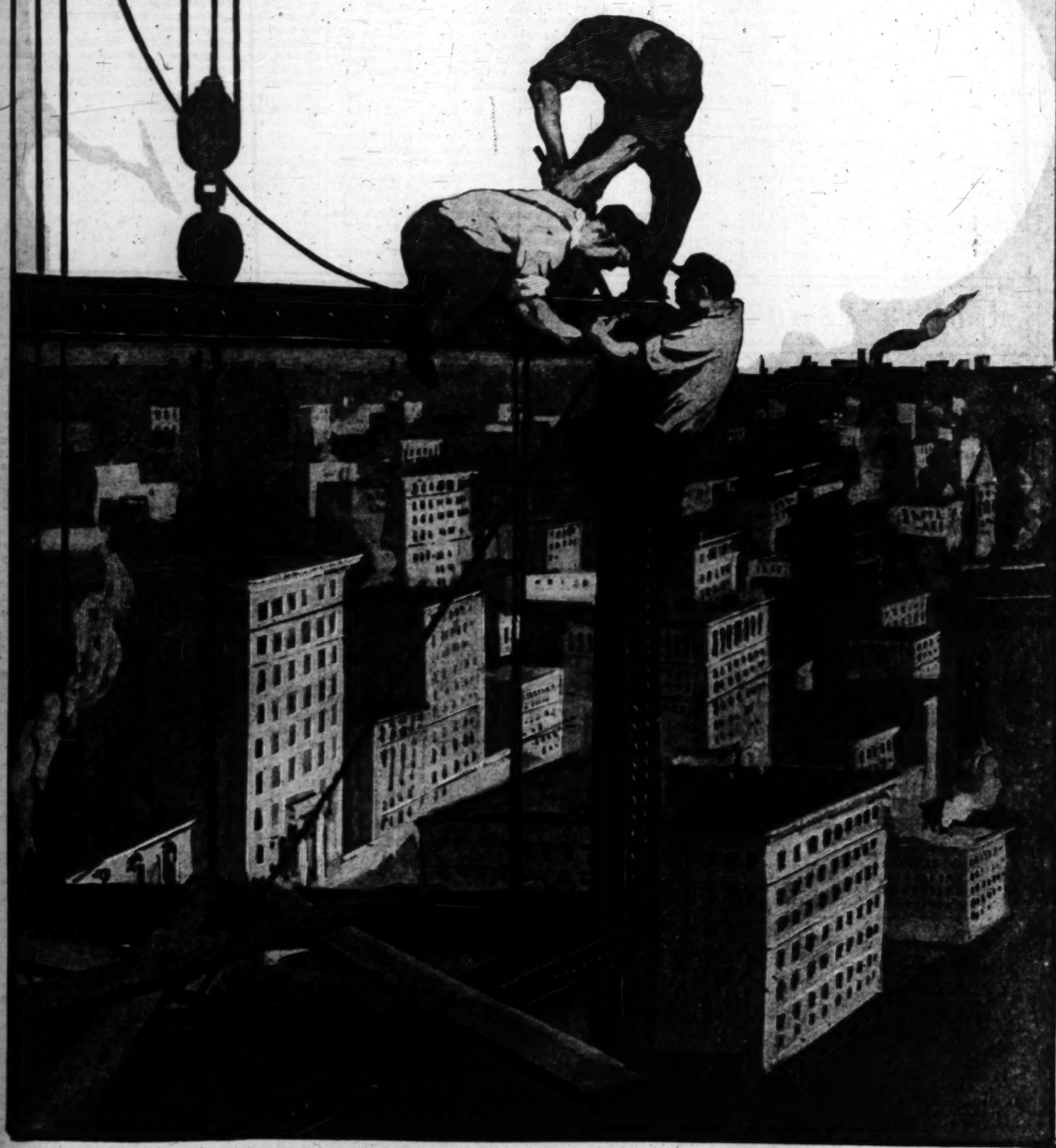
Filling the sockets for the cantilever



Steam shovel at work.



# *Daring Builders of a Great City*





## San Francisco's Start on Panama Canal Exposition.

### A MIGHTY PROJECT.

ON THE shores of the Pacific Ocean and San Francisco Bay an exposition will be held in 1915 to celebrate the completion of the Panama Canal which is expected to surpass in magnificence all other similar events in the history of the world. Stretching from the ocean front of Golden Gate Park over the sand hills of the western part of the city and across the grassy slopes of the Presidio military reservation, along the bay shore to Telegraph Hill in the extreme northern part of San Francisco, a magic city will be built, in which will be gathered the best of the old and new world's work in invention, science and art.

Here will be assembled in miniature the great factories of many lands. The productions of all countries, natural and artificial, will be shown under conditions as nearly as possible reproducing those in the lands of their origin. From civilized and uncivilized countries all over the globe the exhibits will be collected. A visit within the gates of the exposition will be a tour of the world in its educative effect. To make a thorough study of the varied and comprehensive displays to be collected, will require not days but weeks.

The project to hold a world's fair in San Francisco had its origin in 1904 when R. B. Hale, a young merchant of the city, wrote a letter to the Merchants' Association suggesting a great exposition to be held in 1915. The association at once approved the plan and in 1906 Congressman Julius Kahn introduced in the House a resolution asking for a Federal appropriation of \$5,000,000 for the proposed exposition. The great fire which laid the city in ruins caused the plan to be dropped for a time but in 1907 a company was formed by San Francisco bankers and business men with a capital of \$5,000,000 to promote the proposed exposition. In the same year a bill was passed by both houses of the California Legislature calling for the appropriation of \$2,500,000 to aid the proposed fair. This bill was vetoed by Gov. Gillett, who doubted the constitutionality of the measure. In the winter of 1909 a business men's committee was formed in San Francisco to promote the exposition plan.

On April 28, 1910, at a great mass meeting held in the Merchants' Exchange, over \$4,000,000 was raised to finance the fair. Later subscriptions swelled this amount to practically \$7,500,000. San Francisco voted \$5,000,000 and the State of California another five million, making a grand total of \$17,500,000 from the city and State alone. Then came the sensational contest at Washington between New Orleans and San Francisco for the government endorsement, which resulted in victory for the West largely because of the support given by President Taft to San Francisco's cause.

While the exposition is to be held primarily to celebrate the completion of the Panama Canal, it will also commemorate the rebuilding of the city. Although the date of the exposition is two years later than the four hundredth anniversary of the discovery of the Pacific Ocean by Balboa, that great event in the world's history was a factor in the plan for the fair.

As the prime cause for the celebration is the completion of the great waterway uniting the Atlantic and Pacific oceans, it is fitting that naval features should play an important part in the coming exposition. It is proposed by the officers of the exposition to open the fair with a naval parade consisting of a great fleet under the Stars and Stripes and ships representing all other maritime nations. This parade, which is to form in Hampton Roads, it is proposed shall make the journey through the Panama Canal and drop anchor in San Francisco Bay in front of part of the exposition ground.

The first step in the actual construction of the exposition was taken on October 14 when President Taft in the presence of nearly 100,000 people broke ground for the work. With a solid silver spade he turned the first soil. The scene was in the Stadium at Golden Gate Park where it is proposed to erect the permanent buildings of the fair. A corps of surveyors is now in the field and as soon as they have completed their work the board of architects will be able to draft their final ground plan for the exposition. Then will come the allotment of space to the various countries, States and counties and the real work of building will begin.

A knowledge of the site chosen for the magic city by the Golden Gate is necessary for a comprehension of the magnitude of the plans for the exposition. Beginning at the western end of Golden Gate Park, where there are available something like 600 acres, the fair ground stretches across vacant sand hills in the western part of the city to Lincoln Park. This little park of about fifty acres lies at the crest of the high bluff overlooking the Golden Gate, and affords a magnificent view of the ocean, bay and city. The site extends eastward through the Presidio and along the bay shore, terminating at Telegraph Hill overlooking the harbor, Oakland and Berkeley. From the park at one end to Telegraph Hill at the other is nearly five miles. Of course it is not intended to utilize all this space for building purposes. There will be miles of picturesque boulevards, and an intramural railway will make it easy to go from one part of the grounds to another. It is proposed to cut one of the roads along the high hills of the Presidio skirting the harbor line. This will be one of the most magnificent roadways in the world.

Under the general scheme, it is proposed to erect on

the city's property in Golden Gate Park those buildings which are expected to remain as a legacy from the exposition to the city. These will probably include the fine arts building, the administration offices and other structures of permanent character. In the lands adjoining the park to the north it is thought the foreign concessions will be located and possibly also the State and county buildings. Lincoln Park, under the present plan, will be devoted to scenic effects, including possibly a gigantic tower rivaling the famous Eiffel tower of Paris.

Besides using the Presidio for boulevards it is likely that here will be constructed some of the buildings which are intended only for temporary use. The wide stretch of level land lying between the Presidio and Telegraph Hill, it has been suggested, shall be used for the machinery buildings and similar structures. Here on the bay front also will be held the aquatic features of the exposition, which are expected to be important. The suggestion has been made that a great harbor for yachts and all sorts of pleasure craft shall be constructed.

The available land in the site chosen for the fair is about 3000 acres; but as indicated above it is not likely that all of this will be utilized. Besides the fair site proper, it is proposed for the city of San Francisco to construct a system of boulevards which will extend from the civic center to the park end of the fair ground, practically girdling the city with the fair.

While there is now available for the exposition \$17,500,000, the appropriations by the United States government, various foreign nations and the various States and the counties of California in addition to the sums the private concessionaries will spend will bring the total spent in the construction of the fair well over the fifty million mark.

Practically all of the Western States have already made appropriations for the exposition and many of the important States of the East and Middle West have also made provisions for their displays.

The counties of California are showing a disposition to combine in groups and erect joint buildings. This makes the structures more imposing and will result in economy of administration. San Joaquin and Sacramento Valley counties have made such a suggestion and a similar plan has been discussed for the Southern California counties. The California displays alone will make a group that will be well worth study. They will show the wonderful and varied resources of the State.

It is expected that the doors of the exposition will swing open early in 1915 and the fair will remain open until fall. L. C. SIMPSON.

## California's Interest in Nation's Commerce in Fruits and Nuts.

### WIDE OPPORTUNITIES.

ONE of the export propositions of the United States in which California has a great and growing interest is that of fruits and nuts.

The record of those exports for the three past fiscal years (Bureau of Statistics figures) is as follows:

Fiscal Year.	Value of Exports.
1911	\$24,498,465
1910	18,885,654
1909	16,568,080
Increase in 1911 over 1910	5,612,811
Increase in 1911 over 1909	7,930,385
Total export in three years	59,952,199
Average yearly export	19,984,066

The 1911 export consisted of:

	Quantity.	Value.
Apples, green or ripe, barrels	1,721,706	\$5,777,458
Apples, dried, pounds	21,804,806	1,944,209
Oranges, boxes	1,179,273	2,983,322
Prunes, pounds	50,030,711	3,271,971
Apricots, dried, pounds	19,329,358	2,085,437
Raisins, pounds	18,659,512	1,069,300
Pears, green or ripe		578,067
Peaches, dried		499,530
All other fruits, green, ripe or dried		2,792,281
Canned fruits		2,686,445
All other, prepared or preserved		205,643
Nuts, all kinds		604,802

Total value for 1911 fiscal year \$24,498,465  
Compared with 1910 there was an increase of \$2,600,000 in the export of green or ripe apples; of \$770,000 in oranges; of \$867,000 in dried apricots; of \$652,000 in raisins; of \$673,000 in "all other"; of \$276,000 in pears; and of \$348,000 in dried peaches; with a loss of \$745,000 in nuts.

The buyers in 1911 were:

	Value.
Great Britain	\$ 7,896,162
Germany	3,407,606
Netherlands	1,196,677
Other Europe	2,765,192
Canada	7,122,014
Other countries	2,110,814

Total \$24,498,465

The chief purchase increases were:

	Value.
Great Britain	\$3,369,000
Canada	2,085,000
Other Europe	1,004,000
Other countries	522,000

### IMPORTS.

Our imports of fruits and nuts in the past three fiscal years have been:

Fiscal Year.	Value of Imports.
1911	\$ 41,515,067
1910	37,423,827
1909	31,170,683
Increase in 1911 over 1910	4,091,240
Increase in 1911 over 1909	10,404,384
Total imports in three years	110,049,577
Average yearly import	36,683,192

Against an average yearly export of \$19,984,066, or \$16,699,186 each year the wrong way.

The 1911 import consisted of:

	Quantity.	Value.
Bananas, bunches	44,699,222	\$14,375,975
(free of duty)		
Lemons, pounds	134,968,224	2,985,561
Grapes, cubic feet	1,485,159	1,723,622
Olives, gallons	3,042,517	1,567,546
Currents, pounds	33,439,565	1,486,263
Figs, pounds	23,459,728	1,059,340
Pineapples		979,271
Preserved fruits		893,633
Dates, pounds	29,504,592	621,819
Raisins and dried grapes, pounds	2,479,220	237,422
Oranges, pounds	7,666,186	116,658
All other fruits		971,572
Almonds, pounds	15,522,712	2,896,573
Cocoanuts (free of duty)		1,704,105
Cocoanut meat (or copra) pounds	37,817,051	1,536,718
(free of duty)		
Filberts, pounds	13,957,940	1,064,772
Walnuts, pounds	33,619,434	4,471,227
Cream and Brazil nuts, pounds		283,902
(free of duty)		
Peanuts, pounds	18,834,441	765,033
All other nuts		1,254,943

Total imports of fruits and nuts in 1911 \$41,515,067

Edible olive oil, gallons 4,405,827 6,014,191

Three years import of lemons:

Period.	Pounds.	Value.
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1911 134,968,224 \$2,985,561

1910 160,214,785 3,136,933

1909 135,183,550 2,623,399

### THE RAISIN INDUSTRY OF CALIFORNIA.

California's average annual production of raisins from 1873 to 1910 was (Bureau of Statistics):

Period.	Pounds.
1873-1881	780,000
1882-1891	17,700,000
1892-1901	81,200,000
1902-1910	111,660,000

And imported (annual average.)

Period.	Pounds.
1873-1881	35,300,000
1882-1891	41,900,000
1892-1901	12,700,000
1902-1910	6,700,000
1911	2,500,000

Thus we see that as California's raisin production has notably increased, the country's import thereof has as notably decreased under our tariff.

Raisins exported (annual average.)

Period.	Pounds.
1898-1901	3,400,000
1902-1910	5,900,000
1911	18,700,000

Those figures show a remarkable gain in the quantity of raisins exported.

In 1873 the California crop of raisins was but 120,000 pounds; by 1880 it had grown to 1,500,000 pounds; by

1900 to 80,000,000 pounds, and in the late years it has risen as high as 140,000,000 pounds in 1907 and 1908, and falling as low as 75,000,000 pounds in 1904, the figure for 1910 being 112,000,000 pounds. These figures of production were supplied to the Bureau of Statistics, O. P. Austin, chief, by George Robertson, statistician of Fresno county, California. Production figures for the entire United States are not available. The American raisin industry had its beginning in the great San Joaquin Valley and certain counties of Southern California, which is still the chief raisin producing area in the United States.

While the foregoing figures suggest a growing consumption of raisins in the United States, the per capita consumption in 1910 was but one-third as large as in the United Kingdom. George Robertson bears authority for the statement that the per capita consumption in 1910 was but one and one-half pounds in this country, compared with five pounds in the United Kingdom. Dr. Josiah Oldfield, D. C. L., Oxford, places raisins first among all known foods and superior to grapes "because the sugar has been thoroughly matured and ripened and transformed ready for digestion."

Canada is by far the best market for American raisins exported, taking 11,000,000 pounds in 1911 fiscal year, compared with about 3,000,000 pounds in New Zealand about 1,000,000 pounds each to England and Germany, and 3,000,000 to all other parts of the world.

Of the 2,500,000 pounds which we imported last year, Spain, England, Asiatic Russia and Asiatic Turkey were the chief sources. The 2,500,000 imported in 1910 is in sharp contrast with the imports of 1904, 54,000,000 pounds, of which Spain alone sent us 47,500,000 pounds. This yearly import reduction of 51,500,000 pounds attests the great value to the whole country of the raisin industry of California.

WALTER J. BALLARD

### FAR EASTERN EXPORTS INCREASED.

It is pleasant to find that in spite of the unrest in the Far East our exports to those countries in the nine months ended September, 1911, had a value of nearly \$118,000,000, against less than \$89,000,000 in the previous corresponding period, an increase of \$29,000,000.

Japan took \$27,774,239 worth, a gain of \$10,000,000; China, \$17,296,458, a gain of \$4,500,000; Australia, \$21,220, a gain of \$2,000,000; India, \$7,485,495, a gain of \$1,700,000; Hongkong (mainly for China), \$5,917,256, a gain of \$2,500,000; New Zealand, \$5,830,436, a gain of \$1,300,000; followed chiefly in lesser volume and value by the Straits Settlements, Dutch East Indies, Asiatic Russia, and others. Exports to the Philippines totaled a value of \$14,468,079, only \$590,000 less than in the nine months, but \$5,700,000 more than in the 1908 similar period.

The lure of glorious, happy faced California is to be resisted. And those who come to scoff, remain to enjoy.



## What the Panama Canal Will Do for Our Fruits.

### NEW CONSUMERS.

WHEN three more New Year's days shall have come and gone, the great Panama Canal will be at or near its completion. The eyes of the whole industrial and commercial world are turned now to that point in the future. Why? Because the completion of the work opening a passage between the two great oceans of the world will revolutionize commerce and radically affect nearly all industries. So important is this event that the people of all countries will unite in the year 1915 in celebrating the achievement with a great world's exposition at San Francisco and an exposition at San Diego.

Between the ports of the United States on the two oceans, and between these ports and others in Europe and the Orient, while the Panama Canal will not save so great a distance as the Tehuantepec route, yet the greater number of miles and of days will not count as against the saving in rehandling merchandise. There are two factors in this problem, or rather three: time, labor and breakage. And the labor, which most of us think about first, is really the least important. To transfer a shipload of merchandise from the steamer on the Atlantic side of the Isthmus of Tehuantepec at Puerto de Mexico to the cars, then hauling it across the neck of land and reloading it into another steamer on the Pacific side at San Juan del Sur, will call for four days' time, if not more. That will largely compensate for the further distance in going through the Panama Canal. By the canal route all the cost of labor will be saved, and all the great cost of breakage in rehandling avoided. As materially affecting the interests of the people of California particularly, the possibility of loading a steamer with our products, precooled if necessary, and under ventilator-refrigerator conditions on the ship as compared with transshipment at Tehuantepec in the tropics, exposing the goods to the influence of the excessive heat, must be constantly kept in mind.

### THE SAVING.

To recapitulate, as compared with the journey around Cape Horn, there is a saving of distance; as compared with that by the Isthmus of Tehuantepec, there is a saving of labor, breakage and exposure to tropical suns. As compared with the transit by rail across the continent of America, there is the difference between the cost of transportation by sea along a route and the naturally immense cost of hauling by land over deserts and mountains.

From the Harbor of Los Angeles to New York, for example, by way of Cape Horn, is a distance of about 15,000 miles. To Liverpool or any other port in Western Europe there is about the same distance. From Pernambuco, the most easterly point in South America to New York, is 3,656 miles. Thence to London is 2,700 miles. From New York to Colon is 1,975 miles, from New Orleans 1,280 miles. From the Isthmus of Tehuantepec to Liverpool is 4,214 miles, and to the Straits of Gibraltar almost exactly the same distance. These distances to Europe from Colon are taken by way of St. Thomas, a little roundabout, but the usual route for steamers. From the ports of California to Panama is from 200 to 350 miles.

Consideration has been given to the facility of transferring merchandise from the western ports of the United States to those on the Atlantic. This facility will put us in closer touch with all the great population of the North American continent from New Orleans to Montreal. The cost will be exceedingly less than by any route now open. But that is not all. The canal will revolutionize California trade in a much more radical and important way by opening up to our products the vast markets of Europe.

### OPPORTUNITIES.

A steamer may be loaded at the harbor of Los Angeles with any of our fruit products, fresh or cured, and be dispatched straight to any harbor on the west coast of Europe without change from car to ship or ship to car in refrigerator holds which will lay the merchandise down in these European harbors in better condition than the trains do the work between Southern California and New York or Boston. The United Kingdom has a population of 45,000,000, Germany 65,000,000, France nearly as many people as England. Then there is to consider the population of Belgium, Holland, and all the Scandinavian peninsulas, and there may be added to these the ports of Russia on the Baltic Sea. Leaving out Russia, we have a market in Northwestern Europe twice as large as that in the United States and Canada. Reference of course is had to population.

The people of all these countries are consumers of fruit on an enormous scale. They all produce in abundance deciduous fruits, but none of them (or only one) has any fruit crop that competes with those of California. The orange crop of Valencia, Spain, is about of the same magnitude as that of California, and nearly all of it goes to the countries mentioned above. The lemon crop of Italy amounts to 2,000,000 boxes, shipped in its natural state besides almost an equal amount used for byproducts, and of this nearly all the merchantable fruit finds a market either on the east coast of the United States or in the ports in Northwestern Europe. The spruce crop of California has no competitor worth speaking of in the world. You find this California fruit both dried and canned in the stores and at the tables all through these countries. France produces a large crop of prunes, but not enough to shut the California fruit out of the markets of the countries round about. Spain produces a considerable crop of raisins, but the California crop is larger and finer, and the demand for this fruit at a reasonable price is practically unlimited in Europe outside of Spain.

### EXPANDED MARKETS.

Briefly, then, the opening of the canal will increase very greatly the markets for California fruit products. And let it not be forgotten that fruit products include wine and brandy, which together with the raisin crop are the products of our vineyards and for which the demand in European territory is even more active than for any other of the fruit products of the world's markets.

One of the most important factors in this problem has thus far been touched upon only incidentally. At the present time the freight rate on California fruit products to our own eastern markets is from \$1 to \$1.15 per hundredweight. To get the goods to European markets, to these transcontinental freight rates must be added a further charge for transshipment at eastern ports, and then steamer rates to port of destination. It is not much out of the way to say that the opening of the Panama Canal will eliminate on shipments to Europe nearly all the cost of railroad freight across the continent. At this time Valencia oranges from the east coast of Spain are being taken around through the Straits of Gibraltar and up the west coast of Europe to English ports at 10 cents to 15 cents American money for a box of the American

### CITRUS FRUIT SHIPMENTS, TEN YEARS.

For the past season 43,476 carloads of oranges and lemons were shipped out of the State as Southern California's contribution to the eastern markets. Of this number there were 36,774 carloads of oranges and 6,702 carloads of lemons. From north of the Tehachepi the shipments were in round numbers, 2000 carloads, mostly oranges, bringing the total for the State to 46,585 carloads of oranges and lemons.

This was considerably the largest results of any season since the shipping of citrus fruit from California began. The nearest approach to it was two years ago, with a record of total shipments of oranges and lemons from the entire State of 40,592 carloads.

For ten full seasons, the first decade of the twentieth century, the shipments of citrus fruits from California may be tabulated as follows:

Season	Oranges	Lemons	Total	Grand total
1901-2	2,816	11,571	20,387	23,729
1902-3	2,649	19,776	22,425	29,466
1903-4	2,782	25,117	27,899	31,616
1904-5	4,274	25,608	29,882	37,528
1905-6	3,789	22,175	25,964	29,826
1906-7	3,507	22,986	27,493	32,647
1907-8	4,959	24,538	29,497	40,592
1908-9	6,196	31,895	38,091	46,585
1909-10	4,788	25,329	30,117	43,476
1910-11	6,702	36,774	43,476	46,585

The value of the crop for the season 1901-2 is put in round numbers at \$11,000,000, and of that for 1903-4 at \$18,000,000. For the year just closed the value figures are not yet available as a whole. But, inasmuch as it costs about \$1.05 to produce a box of oranges and \$1.48 to produce a box of lemons ready to ship East, the crop of 1910-11, amounting to over 25,000,000 boxes, must have been worth at first cost about \$30,000,000.

The second season in the current century is the first in which absolutely accurate data is obtainable, and it will be noticed that even for that year the shipments from north of the Tehachepi were not definitely known. It is somewhat difficult to get the number of boxes for each season, inasmuch as the minimum carload has been changed from time to time, always going higher, from 300 boxes to the present standard, nominally 365, but sometimes running to 400 boxes to the car. For 1895-6 the boxes were estimated at 2,545,200, and five years later at 4,436,858. In 1907-8 the boxes are set down at 11,326,848.

orange size. From the ports of Sicily in the Mediterranean, nearly 1000 miles east of the Straits of Gibraltar, lemons are carried all the way across the Atlantic to Atlantic ports in the United States at 25 cents to 30 cents a box. To ship a consignment of lemons or oranges by rail to New York, thence by steamer to Liverpool, Antwerp or Hamburg, with the rehandling from car to ship, will add to the railroad rate probably 50 cents a box. With the opening of the canal, fruit can be put into the steamer at the harbor of Los Angeles, and without any rehandling sent to any of these ports at but little expense of extra time and but little if any larger cost than the 50 cents assumed to be charged at the present time from New York to Europe, including the rehandling. A steamer should make the journey from San Pedro to Panama in less time than the average days required to send a fruit train from Southern California to New York. The time required is never less than ten to twelve days, and is often eighteen or twenty. From Colon to European ports the consumption of time will probably be one week less than that in the loading and unloading from car to ship at New York and the transit thence across the Atlantic to European ports. It will be considered by railroads and steamship men not an unrea-

sonable thing to require thirty days to send 5000 boxes of oranges from Southern California to Antwerp or Hamburg. There is no reason in the world why a cargo can not be dispatched from San Pedro to these ports in as many days.

### OUR FRUITS WANTED.

The capacity of the European market to absorb fruit is almost inconceivable. Apples and pears grow abundantly almost all through the territory sketched above. In the early summer time the hillsides and plains of Switzerland are white with blossoming fruit trees. Besides apples and pears there are multitudes of plum and cherry trees. Yet fruit is one of the dearest food commodities all over Europe. In one form or another it is served at all tables in hotels, the better classes of boarding-houses, and also in the families. It is a part of the dinner ration everywhere and of the breakfast generally. Besides the home-grown crops, the whole world is laid under tribute for fruit supply for the people of these countries. Canada sends whole cargoes of apples and pears to the English markets, and in spite of the great expense, California citrus fruit, including grapefruit, may be had at all the large centers of population. Oranges are in demand the whole year around. In midsummer in London, Liverpool and Dublin oranges from Cape Town and California, as well as from Spain, sell at from 50 to 75 cents a dozen, at the same time cheaper grades and low class fruit sells very cheaply. Spanish oranges retailing as low as a penny apiece. The rich people of these countries live in great luxury. Nothing is thought of paying 50 cents to \$1 a pound for English grapes, raised under glass in London and Dublin, and even in France, where seasonable fruit is much more abundant than in the more northerly countries. Almost if not quite as high prices are paid for hothouse grapes when the field supply is gone. It is but recently that the people of the Low Countries and the Scandinavian peninsulas have become accustomed to the free use of citrus fruits. The market there is broadening very rapidly.

### AND VEGETABLES.

Attention is given so far almost entirely to fruits. California vegetables may be sold all through these countries very freely. This is particularly true of the finer kinds. The trade in these products will be mainly in a canned shape. A bunch of asparagus in any of the large cities of Europe will cost from 25 cents for a poor quality and small quantity in the height of the season, up to \$2 at other times of the year for fine quality. At a reasonable price it would appear that all the canned asparagus possible of production in California might be sold in Northern Europe. To realize the truth of this, one must keep continually before the mind the population. Remember the United States and Canada, with 100,000,000 people, have but about half as many mouths to feed as the part of Europe being considered. Canned stringed beans and peas may be sold at right prices to these people in immense quantities. An American manufacturer at the East has all Europe placarded along the railroads and elsewhere with flaming billboards about his "57 Varieties."

Let us return to wines. The California product is of almost all varieties and types. There are produced here the common table varieties of Spain, rather heavy in alcohol and of good body and color, the Chianti of Italy, lighter in alcohol and a little more tart in flavor, the light wines of Southern France including the Chablis and Sauterne types, and on to the very high and decidedly tart Germans, white and red. There are also produced in California large quantities of "sweet" or "fortified" wines.

### OUR OWN COUNTRY.

There is still another point to consider. Note above the saving of distance to reach New Orleans from Port Los Angeles by the canal as compared with the journey around the Horn and the difference in expense as compared with transit across the continent. A ship in the harbor at New Orleans may have a river steamer run alongside of her by which the whole interior of the American continent up to St. Paul and Pittsburgh may be reached. With the lower cost for freight by ship as compared with that by car, the railroads will be obliged to meet the competition with lower rates to all points east of the Missouri River. So in conclusion I feel that with the completion of the canal, and with our modern methods of growing and handling citrus and other fruits, and add to this the progressive spirit of our agriculturists, it will not be many years after the canal is opened before California's products are found in European markets not yet visited by our growers.

JAMES SLAUSON,  
President Chamber of Commerce.

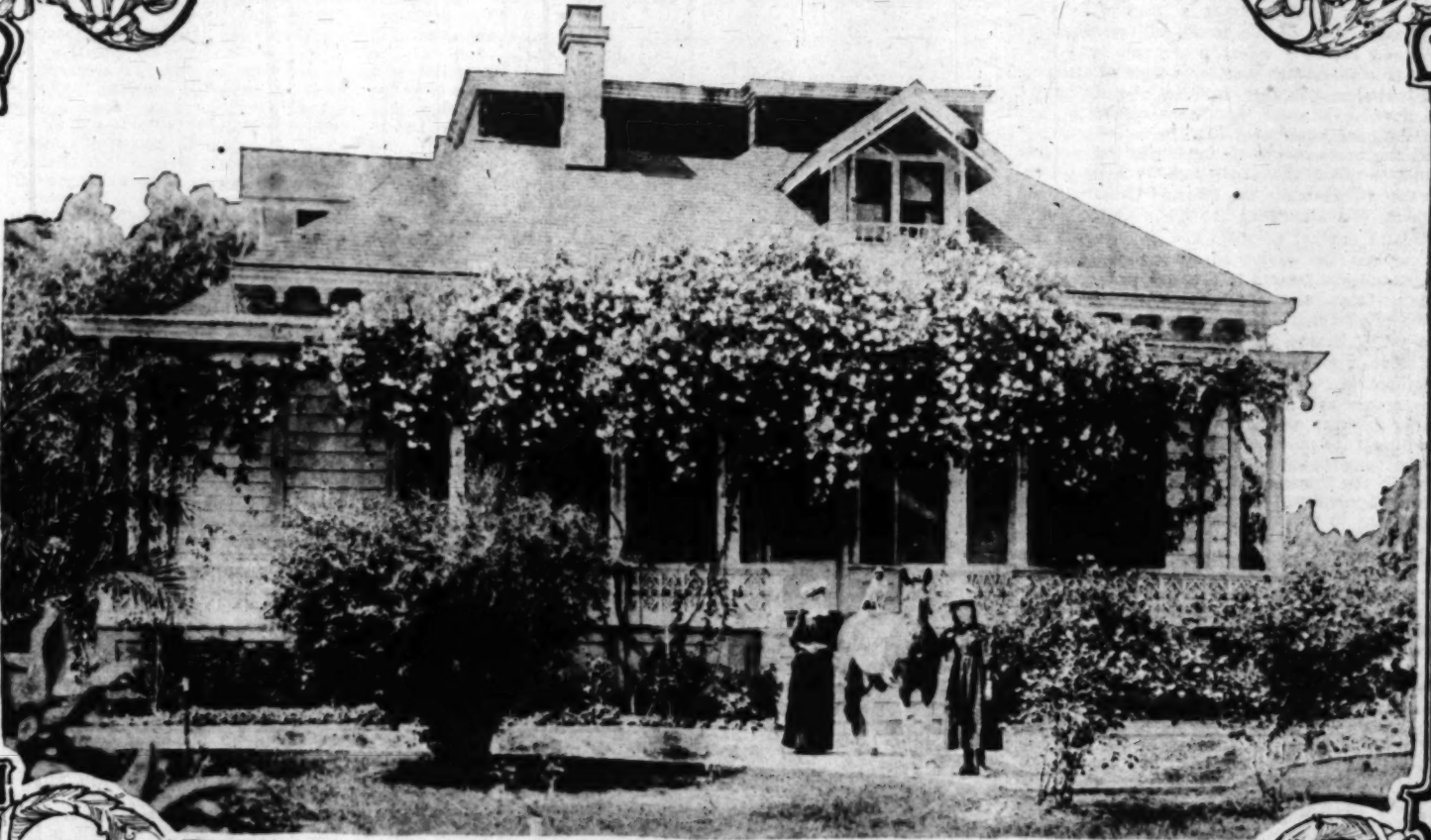
### THE RICH MR. BUNGALOWER.

"The habitats of this kind of millionaire," says Eleanor Gates, writing of Pasadena in Sunset Magazine for December, "are the bungalows—those easterners, those lures to the romantic, those snares of bachelormen and maids. In building the bungalows, Pasadena uses every possible combination of brick and concrete, rubble and shingle and stain to get effects. And no two are alike, but all are adorably cunning and honey and inviting. So that the owner of one actually does not envy this real millionaire in his great white pillared mansion, or that other one with an acre of vine-screened veranda.

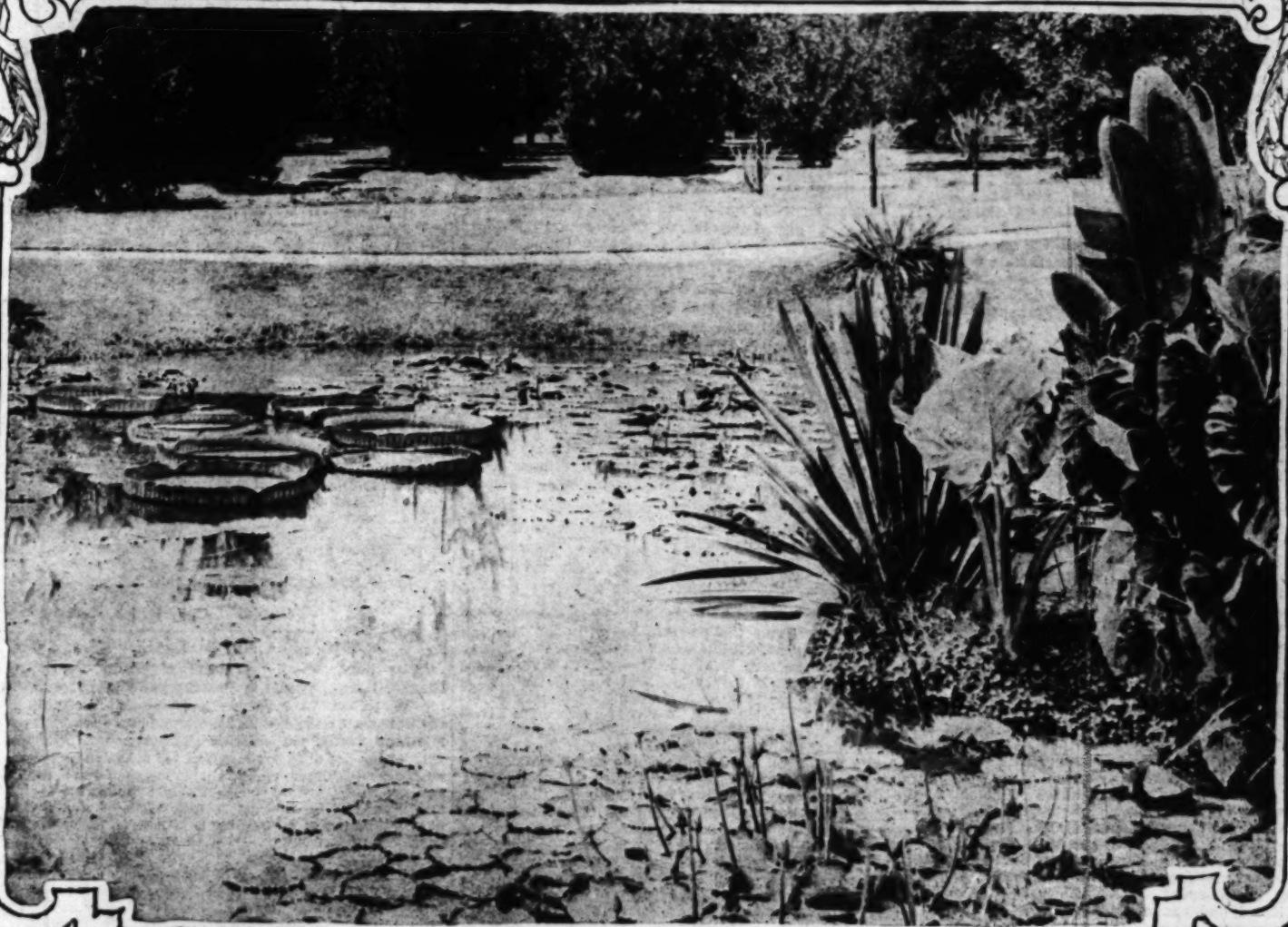
"As a matter of fact, the bungalow doesn't worry about having a few thousand more or less. There are so many things he doesn't have to pay out for: drug bills, doctor bills, fuel bills, bills for woolen clothing; travelling expenses to take him from home in the summer—when it's too hot—or in the winter—when it's too cold; bills for tuition, literature, bottled water, mittens, firm, heavy taxes to keep up a large police force; bills to meet the yearly damages of summer or winter storms, exorbitant bills because of graft conditions."



# SOUTHERN CALIFORNIA



*Rose cottage.*



*On the H.E. Huntington estate.*



*Orange Blossoms and Snow.*





## Marketing the Lima Bean Crop at a Good Profit.

### PROBLEM SOLVED.

THERE is nothing certain under the sun; but perhaps the nearest approach to a "sure thing" is raising lima beans in California. It has never been recorded where a lima bean grower has been declared a bankrupt in this State. He can not fail because California's ideal climatic and soil conditions guarantee big crops; because the price of beans is fixed, a known quantity in his ledger of profit.

The great bean harvest, which commences in September and runs throughout October in the five counties of Ventura, Santa Barbara, Los Angeles, Orange and San Diego, is going to engage the public interest more than ever this year. There will be a larger output than ever before, because thousands of acres of new land will be planted to beans.

The statistics for 1910 give the production of lima beans in Ventura county as 63,200,000 pounds, worth \$2,686,000.

California leads the world in the production of lima beans; she produces two-thirds of the world's immense crop. The market price is absolutely dictated and controlled from the little 12x12 office of the Lima Bean Growers' Association in Oxnard. Investigation will show that bean growers are realizing more money per capita than other class of farmers in the State. This is true because in the five counties which produced nearly all the lima beans, there are only a comparatively small number of growers. The fact is borne out when we learn that one man, J. F. Lewis of Camarillo, in Ventura county, averages an \$80,000 crop each year off a thousand acres. Again, Irvine, in Orange county, is the owner of 20,000 acres of bean land from which he receives through tenants nearly a million dollars annually as his quarter of the gross.

### LITTLE BEAN LAND.

The question is naturally asked: "Why don't we hear more about this wonderful industry if it really is so flourishing? Why don't the owners of bean land advertise it for sale?"

We read about orange growing; the development sections of our papers and magazines afford descriptions of what a marvelous bonanza it is. Scarcely a day goes by that a real estate agent does not button-hole us on the curb, and nearly induce us to buy a ten-acre orange grove at \$1000 an acre.

The reason why the lima bean industry remains untalked of, are the growers are nearly all large land holders, who are too busy achieving things to indulge themselves in shouting from the housetops. Besides, they have no desire to shout. They are satisfied, successful men. The men who do the shouting are men who never do anything else.

Owners of bean land do not advertise it for sale because they are farming it themselves. It would be very much like a prosperous banker advertising his bank for sale. Bean land is exceedingly scarce. It is preferably valley land of a medium texture sandy loam lying along the foggy coast. Slightly adobe land is not so good. A trip up the coast from San Diego to Santa Barbara would convince the seeker of bean land that it is impossible to secure any at all. And yet there are between fifty and seventy thousand acres of land lying between San Diego and Los Angeles that will some day be planted to lima and black-eye beans.

In order to fully realize the unlimited possibilities in this little-known but remarkable industry, one must be more or less conversant with the history of lima bean growing in California. To understand the method of marketing the immense crop one must know the ins and outs, the complicated working of the Lima Bean Growers' Protective Association.

### THE PIONEER.

A man named Lewis experimented with lima beans in 1880 at a place now known as Carpinteria. He experienced success in raising thrifty vines. But he was a little too far inland. It was only when lima beans were started in the fog-mantled valley of Ventura that the undreamed of possibilities of this highly productive food plant were realized: Up to that time most of the 70,000-acre valley had been growing barley. Grain was barely remunerative, hard to raise, hard to ship.

From the start growers were able to place their beans at \$2.50 a hundred. This was better than they got from barley. But it was no more than sufficient wherewith to acquire a little new land (then cheap) and tide through the year square with the world.

It was soon proven beyond a question that this rich lake-bottom valley lying between hills was an ideal place, in fact the best place in the world to raise lima beans. It had Madagascar—then the largest bean-growing section—Japanese Manchuria and other favorable localities outlabeled in every way. Beans flourished in Ventura without irrigation; they merely required cultivation. The thriving plants yielded bounteous crops. And then came the question how to market them.

### THE SPECULATORS.

Where there is something worth selling there is always somebody to buy it. The idea of buying and selling beans appealed to a certain merchant of Oxnard, also to a broker in San Francisco. These men presented themselves to the growers as ready buyers. They offered \$2.50 a hundred. Communicating with eastern jobbers they managed to dispose of all they thus secured at about double what they paid for them. Being speculators by genius and profession, the broker and the merchant, acting independently of each other, dealt exclusively in lima beans. They began to make "big money." The grower worked his hands to the bone to raise beans. All the speculator had to do was to sit in his office, keep in touch with eastern markets, force high bids from the jobbers, and gull the farmers into believing the future would bring better prices. Like wampum, beans became identical with money. That is, so far as the speculator was con-

cerned. The grower was getting along; making a living.

Farmers are seldom speculators. They can't farm and be brokers at the same time. Utterly ignorant of the attitude of eastern jobbers they went on accepting pitifully low prices. Some of them grumbled, but they all continued to sweat under the plow.

The speculators were heartily encouraged by the first season's sweep. They began to manipulate the big market more boldly. In order to play the game safely they evolved a system of strategy. Shortly after the planting of beans in May they paid the farmers a friendly visit. They gave the man with the plow to understand that their errand was one of mercy. Looking over the fine extensive fields the speculator would gently break the news to the farmer that such overwhelming crops were going to lower the market. In fact, the market had already dropped considerably. The growers accepted this as a prophecy of their doom. When the wily speculator offered in an off-hand way to contract for the entire crop at a low price merely as a matter of accommodation, they jumped at the chance. They sold all their beans for a mess of porridge. Whereas they were worth so much gold.

The puzzling thing about our retail market is that when products are selling at bottom prices on the farm they bring high, or at least fair, prices with the consumer in the city. The tricky broker who stands between the producer and the consumer manages to keep the producer ignorant of the needs and purse of the consumer, while he at the same time cajoles the consumer into believing the producer is a tyrant who parts with nothing except at an exorbitant charge.

When lima beans were selling in the field at \$2.50, eastern people who bought them for the table were paying practically the same price for them as they pay now. And now the grower gets \$4.50, will get \$4.75 a hundred this season.

### WHAT DONLAN DID.

We begin to wonder how the grower ever came to make any money. Charles Donlan, an Oxnard grower, was the man who solved the problem. On May 6, 1909, he organized the Ventura Lima Bean Growers' Association. He was elected president. The association, which was destined to control the lima bean crop of the whole world, adopted the following resolutions: "The association desires a staple and not a fluctuating market. It does not ask an exorbitant price; it simply asks a fair price that compensates the grower for his labor and expense. Its object is to create a greater demand for lima beans by judicious advertising in order to sell all raised each year."

"In order to sell all raised each year"—that last clause is extremely important. Prior to the formation of the association the growers had seen a "carry over" of 90,000 sacks of beans lying in the warehouses at the end of the season. The manipulation of the market by the speculators had, and will always have, the tendency to oversell the market and thus leave the growers with a great quantity of beans that would otherwise have been disposed of.

It was one thing to organize a protective association; it is another and difficult task to carry out the policy adopted. For this purpose the association secured the services of an experienced broker. He was made manager at a salary of \$3000 a year. The manager was to be the executive head; he was to have unlimited scope for his ability. He had to have a thorough knowledge of the eastern market, the English market, the European market; he had to be acquainted with the needs of the large national jobbers. Above all, he had to cope with the uncertain and dangerous fluctuations of the market precipitated by the speculators.

This is the association method of placing the lima bean crop on the market. After the entire crop has been harvested it is cleaned, sacked in eighty-pound bags, and stored in the spacious warehouses owned by the association. Each member of the association delivers all his beans and the whole of approximately 500,000 sacks is divided into what is termed "three pools." The association claims as members a majority of the growers. Add to this the fact that California produces two-thirds of the world's lima bean crop, and you realize that the association has an effective corner on the bean market.

The executive head wires his selling agents in the East that beans are to be quoted at \$4.50 a hundred. The selling agents have no difficulty whatever in taking orders at this price, because there are not enough beans outside of the association to supply the demand. Vested in honorable hands this power of fixing the price is a superb protection to the grower.

No sooner is the first pool, of say 150,000 sacks, sold out, than the manager notifies his agents to accept no more orders from jobbers. A short period ensues wherein there is a hue and cry for lima beans. This has the desired effect of stimulating the market, encouraging the jobbers to pay the prevailing price. Above all, it protects the association against an over-supplied market. When the opportune time arrives orders are once more honored, and the second pool is gradually sold out.

### THE BEARS.

To the casual observer it may seem an easy matter to market the bean crop no matter how large. It would seem as though the jobbers have to buy at the fixed price, whether disposed of or not. One forgets to reckon with a disturbing element—the irrepressible speculator. Never a moment is the association free of his attacks. Day and night the manager must be planning to outgeneral him with counter moves. He must continually advise the selling agents how to deal with him in the open arena of the stock market. Innumerable, and clever in the utmost, are the blows directed at the association by the men who live through manipulation of the unstable market. "Armstrong's post-card campaign" may be cited as an instance. The astute manipulator by question had determined to cripple the association by lowering the market. He began by mailing post cards to the leading jobbers all over the United States. The post cards gave his

quotations on lima beans. Each day the prices dropped appreciably until the market was depressed. One asks, why did not the jobbers secure large quantities of beans at these low quotations? Simple—the post cards bore at the top the following notification: "All quotations subject to confirmation." Armory never confirmed.

Finally at the end of the season the association begins the sale of the third and last pool. As an evidence of the strength concerted action has given the growers, the association is able to sell until the very last at the fixed price established in the beginning. One may well imagine it takes money to accomplish this. In order to exist, in order to combat the moves of the speculators, the association must be a capitalized corporation, able at any moment to purchase large quantities of beans from discontented growers who might otherwise play into the hands of the manipulators. This is not necessary at all times. The policy of the association provides that its members pool their beans and await returns. The average California farmer has sufficient means whereby he is able to wait patiently for his share of the proceeds coming from the sale of the pool. Of course, in this as in every line of business, there are men who require ready money. To these the association is willing to make cash advances.

There is nothing gained in preaching to the consumer about his incurable habit of buying in small quantities. It is his ruin, and he doesn't know it. It has made him hard up. He blames the producer for high prices, where the producer is generally getting no more than a normal price. The consumer's mistake is in buying a dab of something that by all standards of economy should sell by the sack or the barrel.

Retail profit may be figured in inverse ratio to the quantity of the commodity purchased. A small customer buys a pound of lima beans; the producer receives less than half the price paid. A progressive customer buys an eighty-pound sack of lima beans; the producer receives two-thirds of the price paid. And by the latter transaction the consumer has saved probably as much as 1 1/2 cents a pound.

Another, and perhaps the most important factor to be considered in accounting for high retail cost of lima beans, is the freight rate. Of the 500,000 sacks of beans shipped annually from Ventura Valley, about one-fourth go to New York by steamship, via Panama. The remainder go by rail. In spite of the expense of loading and reloading beans six times on the Panama route, the cost per hundred pounds is only 40 cents. On the other hand, the railroad exacts 85 cents a hundred. The consumer is obliged to pay his share of the high freight rate.

It is encouraging to know that the opening of the Panama Canal will make possible the transportation of this and other California products by water at comparatively low rates. The result can be no other than a drop in the retail price of lima beans.

LEE BERNARD M'CONVILLE.

## Vineyardists Coming Here.

(CONTINUED FROM PAGE 2.)

where the vines had been "cut back," as we call it, until the stalks were thick and tree-like. I visited one vineyard where from a distance it seemed that the grapes were growing on trees. The workers had trained the vines around the base of trees and after clipping and trimming a little of the foliage of the tree permitted the vine to wander at will. It seemed that the great, luscious grapes were being brought forth on a tree. In other vineyards I found that the workers had constructed arbors and the entire plot was covered with rows of what seemed to be miniature summerhouses made in long rows.

"Again the attention to detail given the vineyards in Italy was wonderful. I saw peasants walking from vine to vine with a small sprayer not much larger than a good, healthy atomizer and carefully spraying a solution over each vine and leaf. In California we have a tank hauled by horses and carelessly spray the entire vine at one time.

### THEY KNOW THEIR SOIL.

"These thrifty vineyardists and fruit growers of Italy and France must not be confused with the ordinary immigrant who lands in New York and stays there. These folk are sons of the soil and are perhaps the most skilled farmers in the world. They are able to wrest a living from an acre of ground for several families. They watch the soil as a woman does her rising bread. They fertilize in one part of their vineyard with a certain material and in another part with a totally different substance. They know their soil as a man may know his favorite horse.

"These folk are very desirable to Southern California. They would not remain in our cities, but would immediately hie themselves to the farm and ranch lands where they would become producers of wealth. Their knowledge of vine culture and fruit growing would be a great gain for California and their thrift is proverbial. The population is so dense in France and Italy that any outlet would be desirable and when they see California, about equal in size to all France, awaiting them, they are naturally eager for the time to come when they can start for California."

H. A. WYNNE.

### HEMET IMPROVEMENTS.

During this year Hemet has become an incorporated city, has completed a \$40,000 High School building, has arranged to lay several miles of sidewalks, grade the principal streets, and will vote bonds for a sewer system. The country about the city has kept pace with the growth and advancement of the city. Rural building operations have been greater than ever before, and hundreds of acres of new orchards have been planted. Here, also, numerous pumping plants have been installed, bringing a large body of new land under irrigated cultivation.



# Sugar Beets—How They Have Boosted California Land.

## GOLDEN OPPORTUNITY.

CONTRARY to a widespread notion, sugar is not an unhealthy article of diet. A great many people eat candy because it has a pleasant taste, feeling all the while that it will play the devil with their stomachs. Sugar is healthy; candy in reasonable amounts is nutritious and good for the system. Sugar is a food, an essential food for the blood. Of course, taken in excess it will not improve the human constitution any more than will drinking too much wine.

Another popular notion, which should be corrected in the outset, is the dictum that beet sugar is not as good for canning fruit and making jelly as cane sugar. At the California Experiment Station, recently, tests were made by government chemists to disprove this. They state that beet and cane sugar are chemically the same, and that either may be used equally well in the process of preserving fruits. Practically all the fruit canning in the United States is done with beet sugar.

The world's sugar production in 1907 aggregated 12,000,000,000 pounds. For 1910, it was probably 14,000,000,000 pounds. The United States consumes 5 per cent. of this amount. Sugar costs us about \$1,000,000 a day. Of the amount consumed only one-fifth is raised in this country, which means that we must spend \$133,000,000 annually for imported sugar.

## OUR OPPORTUNITY.

The fact that we are able to produce only one-fifth of the sugar we consume is not, as it seems at first sight, discouraging. On the contrary, it assures the American farmer of a ready market at home for all the beet sugar he can raise; a far greater market than he can expect to supply in many years to come. It means also, a good established price for sugar, and hence for raw beets, because the scarcity of any commodity is price insurance to the producer. It should, moreover, have the effect of stimulating our farmers to renewed and persistent efforts toward improvement of prevailing methods, selection of labor, and economical adjustment of financial difficulties.

Of all the widely varying crops grown in the United States the sugar beet requires the most careful study on part of the farmer. The plant itself does not demand closer attention than others because once a thorough study has been made of technical details, the farmer has only to skillfully apply his knowledge in order to guarantee himself success. There are certain branches of agriculture in which the farmer may learn everything from experience. Not so with the sugar beet. Growing sugar beets is pre-eminently a matter of intensive farming. And intensive farming necessitates education in a greater or less degree according as the farmer is to be scientific or a plodder.

## GERMANY'S LEAD.

The Germans are a highly scientific people. Perhaps that accounts for their unrivaled success in raising sugar beets. They lead the world in the production of beet sugar. In 1908 their total output was 1,000,000 tons of sugar, from a cultivated area of 1,200,000 acres. The number of German factories was 50, all of them improved and of the highest type. Last year the German sugar beet crop was a failure.

We have manifold lessons to learn from Germany. In 1747 Andrew Margart, a chemist in the University of Berlin, discovered the existence of sugar in beets, similar in properties to that obtained from cane. The first sugar-beet factory of the world was erected in 1792, by Frederick William III, King of Prussia. The industry was born and launched in Germany, and to her ever since we have turned for guidance and instruction. Nearly all the seed planted in American beet fields is purchased to this day from leading German seed producers. From Germany we learn efficiency both in growing the beets and refining the sugar; systems for handling the difficult labor question; the best methods in cultivating the soil and planting the seed.

The reason for drawing attention to Germany's wonderful success is manifest. That we may profit by her experience to correct our mistakes. Above all to point out what an unlimited field awaits the American farmer, first of becoming able to supply the home demand for sugar, secondly of competing with the foremost nations of the world in exportation of sugar.

## CALIFORNIA'S SUCCESS.

Comparative statistics show that the United States as a whole is slightly behind its foreign rivals in the proficiency with which it has carried on the sugar-beet industry.

But mark the clause: "The United States as a whole."

California is to be excluded from the whole. It is a startling and agreeable revelation to learn that none of the other fifteen States engaged in raising sugar beets are equally successful with California in attaining large tonnage per acre and high sugar content and purity. The United States would unquestionably surpass all its competitors. In every detail of proficiency, in tilling the soil, raising the crop, in the tonnage and sugar content and refining the sugar, California leads. Climate and soil conditions here are unequalled in any place in the world.

Excepting Colorado, Utah and Michigan, our other States are not in the same class with California as nations adapted to the raising of sugar beets. Colorado and Michigan have, respectively, 121,000 acres and 112,000 acres of beets against California's 83,000 acres. And yet California produces nearly as much sugar as Colorado, and more than Michigan. In 1910 California excelled all other States in its record for the number of pounds of sugar to a ton of beets, getting 258.6 pounds against Utah's 258.7 pounds. This proves conclusively the superior quality of the California beet, and at the same time bears witness to the wonderful fertility and adaptability of its soil.

One thing to be remembered about beets is that an overwhelming tonnage secured from one acre or an entire field is not a proof of the grower's success. Should the beets, no matter how big and heavy, happen to run low in sugar content, the crop would be scarcely profitable, or perhaps, even, worthless. To the grain farmer this would at first sight seem puzzling. He knows that No. 1 wheat brings more money than No. 2 wheat. But you will have to explain to him that No. 1 looking beets may go through the testing process and prove out so exceedingly low in sugar content as to barely offset the expense of raising them.

Not only has California achieved signal success in her national record for sugar content and purity, but in individual instances she has beaten all foreign records. German statistics, cited above, gave twelve tons of beets as an average yield per acre. In California the second largest factory of the American Beet Sugar Company at Oxnard reported 26.76 tons as the maximum yield per acre in 1910. The average was twelve tons, which equals the record made in Germany. Again, Germany's average sugar content of 17.5 was quoted as the best record in Europe. The Oxnard factory had an average sugar percentage of 19.1. And what is still more marvelous, this factory reported a maximum sugar percentage of 23.6, while the purity was 95.3. Out of 832,084 tons of beets worked up in all California in 1910, Oxnard sliced 238,606 tons as her share of the total. This amount was raised on 16,000 acres of land lying within Ventura county.

Every factory in the United States would do well to study methods and conditions at Oxnard. Oxnard is representative of California's high standard in the sugar-beet industry. Her other ten factories are very much on a par with the one described. The largest sugar-beet factory in the world is located in California at Spreckels, and has a daily capacity of 3000 tons. Also the oldest and first successful factory to be erected in the United States is in this State. It is situated at Alvarado in Alameda county. It has run continuously every season, excepting one, since 1870, when it was built. The next oldest factory was constructed at Watsonville, Cal., by Claus Spreckels, the Hawaiian sugar king. This was followed by the 900-ton plant started at Chino, Cal., by the Oxnard brothers, who gave the sugar-beet industry the greatest impetus it has ever received in California.

The following is a list of the thirteen beet-growing counties, their annual tonnage for 1910, and the value of the product before it was converted into sugar:

Counties—	Tonnage.	Value of Product.
Alameda	35,000	\$ 175,000
Butte	56,515	240,000
Glenn	20,005	100,025
Los Angeles	60,000	300,000
Modoc	3,200	16,000
Orange	110,000	605,000
San Benito	6,600	33,000
San Bernardino	40,000	220,000
Santa Barbara	85,000	425,000
Santa Clara	12,000	120,000
Santa Cruz	5,295	26,475
Ventura	187,000	981,750
Yolo	40,000	200,000
Totals	660,615	\$3,442,250

For thirteen beet-growing counties there are eleven factories in operation. A list of these is given below:

Companies—	Factories.	Daily Capacity.
Alameda Sugar Co.	Alvarado	800
Los Alamitos Sugar Co.	Los Alamitos	700
Spreckels Sugar Co.	Spreckels	3,000
Union Sugar Co.	Betteravia	1,000
American Beet Sugar Co.	Chino	900
American Beet Sugar Co.	Oxnard	2,000
Pacific Sugar Corporation	Visalia	400
Pacific Sugar Corporation	Corcoran	600
Sacramento Valley S. Co.	Hamilton	200
So. California Sugar Co.	Santa Ana	600
Huntington Beach Sugar Co.	Huntington Beach	800

Total capacity.....11,500

The interest of the general public as well as that of the farmer is centered about the subject of profits. Talk hay, lima beans or sugar beets to the average American citizen, and he will fire the question at you: "How much is there in it?" One cannot answer off hand that there are so many dollars profit per acre in raising sugar beets. Of all crops it is the hardest to estimate the profits for a coming season. There are a half-dozen factors to be taken into account, any one of which is important enough to make or break the grower. The value of the crop is dependent mainly upon the following conditions: that there be favorable climatic season, a fertile soil, the requisite amount of cultivation, and finally that the beets yield a heavy tonnage per acre, and that they run high in percentage of sugar content.

## PROFITS.

Profits vary between \$25 an acre and \$125 an acre. The maximum profit last year in the Oxnard district was \$125 an acre. The beets which brought \$125 an acre came from what is probably the finest beet land in California. This is at Springville, near Oxnard, where the soil is subirrigated, a sandy loam of medium texture with a strong admixture of clay. In Idaho and Colorado the maximum profit is \$75 an acre. Where there is a low rate of profit prevailing there are generally other factors to be taken into consideration, which really make the profit higher than it actually seems. Thus, tracts of low-grade land, sometimes with a strongly alkaline soil, are planted to

sugar beets because they are suitable to no other crop. When this is the case, the farmer does not expect big profits, but is satisfied with any amount he can clear over and above the cost of planting. More arid land has been reclaimed in Western States through the application of sugar beet seed than by the planting of any other kind of seed that will yield a money crop. In cases where good beet land is returning the farmer no more than \$40 or \$50 per acre, there is something radically wrong with the farmer.

The grower is dependent upon the factory for a continuous market. If the factory is not a success from the financial standpoint, he may raise the finest beets in Christendom and yet be as poor as a moulted hen. There is also a condition attached to the success or failure of the factory. A sufficient number of farmers must pledge themselves to grow every year a sufficient number of beets to run the factory through its hundred odd days of sugar campaign. Before the Oxnard factory was started the American Beet Sugar Company had drawn a contract with the representative farmers of Ventura Valley, in which they agreed to plant between 15,000 and 18,000 acres to sugar beets for a continuous period of five years.

## THE SLIDING SCALE.

A sliding scale has been adopted by most factories in paying the grower. When the beets have been plowed and topped the grower delivers them at the factory. They are dumped in a hot water trough, and after losing some extraneous matter are weighed. He gets credit for so much tonnage, but he does not get the cash. A sugar test is made of his beets by the chemists, and he is paid according to the percentage of sugar content. The scale of prices-for beets runs from \$3 to \$10 a ton; \$5 per ton is the average price received by growers.

Undoubtedly the best results are realized where irrigation is resorted to. Irrigation is not necessary, but the beet growers who do irrigate, or happen to have a sub-irrigated soil, are increasing their incomes 50 per cent.

Fertilization is another important factor with the scientific beet grower. The beet crop exhausts the soil rapidly, and if it is not replenished at regular intervals the sugar content in the beets will drop below par. The sugar beet requires large quantities of potash, nitrogen and lime. A soil which is heavily charged with these properties will produce record-breaking beet crops. The soil, however, will need frequent fertilization, as the land which yields the largest tonnage is always the quickest to become exhausted.

## ALTERNATION.

The expense of fertilizing large fields may be minimized by planting them to an alternative crop of lima beans. The lima bean is a leguminous plant possessing the power of inoculating the soil with nitrogen, the most essential of plant foods. Beet growers in the Ventura and San Fernando valleys have the advantage of being situated in the center of the finest lima bean section in the world. They are able to alternate with beans and beets season after season, thus preserving their land against depletion. Where beet land is of such a poor quality as not to grow beans, a cover crop of vetch or peas will have the desired effect of restoring the soil with needed plant food. Or, as is very often done, the beet tops remaining after the harvest can be plowed under for fertilizer.

There is a source of income connected with this industry which has not been mentioned. The seemingly valueless beet pulp which is left after the sugar has been extracted is worth a great deal to the farmer. It is not mere refuse, it is a stock food.

One needs a representative California beet grower and is surprised to learn that he is also a prosperous cattle man or dairy owner. Hand in hand with his progress in growing beets he has built up a flourishing cattle or dairy business. He feeds pulp to his cattle and his milk cows. It is wholesome, fattening food, containing three times the nourishment of hay. After the sugar is extracted from the beet there remains hydro-carbons, protein and fatty substance, which gives it all the qualities of a fattening stock food. Hogs and sheep may also be fed exclusively on beet pulp, and the best results obtained. Every year at Oxnard 6000 head of cattle are fattened for the market on pulp from the factory, which is purchased at a nominal price.

## BEETS BOOST LAND VALUES.

In conclusion, the effect that this growing industry has upon land values should be pointed out. A steady increase in the value of real estate is always a substantial item to be added to the sum total of profits accruing to the community. Sugar beet land has increased in value within the last five years as follows: In California, 42.5 per cent.; Colorado, 113 per cent.; Utah, 36 per cent. Certain land in Colorado a short time ago was practically worthless; the coming of the sugar beet gave it a value unanticipated. Even poor land in California has always had some market value. Planting sugar beets on it has placed it in the class of good land.

There is finally a reflexive good, redounding to the State and county from this industry. Where large sugar factories are in operation there is certain to grow up a flourishing community. There will be a townsite filled with industrious, progressive people. Stores will be built and maintained in order to supply the workers with the necessities of life. Divers other industries will spring up utilizing the by-products of the great central sugar plant. Schools will be built in which to educate the children of a steadily-growing population. From the economical standpoint there is no industry engaging the attention of the American people today that is more in keeping with the spirit of progress and national ideals than the growing of sugar beets.

LEE B. MC CONVILLE.











## Mexico Building New Half-way Harbor on West Coast.

### CALIFORNIA AND THE CANAL.

LARGELY to accommodate the big trade which is developing between California and the Pacific States and the west coast of Mexico, the Mexican government is investing \$14,000,000 in the improvement and development of the harbor at Manzanillo, State of Colima, on the southwest Pacific shore line of Mexico. Eight millions of this large sum have been spent, and the harbor now has an area of 165 acres, amply protected from every storm, with an average depth of water of fifty feet over all the big basin. Six million dollars more have been granted by the government within the past three months to complete the development of the harbor.

Most of this money is to be expended with the avowed intention of bringing closer together the western half of the United States and the west coast of Mexico, by furnishing what has always been lacking on the Pacific side of this republic—a good port, capable of sheltering a large fleet in time of storm, and with good rail connection with the capital city and with towns along the way.

After Vera Cruz, Manzanillo is the most important port of Mexico and by far the most important of all the ports on the Pacific side, Vera Cruz being on the Gulf of Mexico shore. Practically all of California's trade with Mexico passes through Manzanillo, very little coming in by rail and the other ports of the west coast of Mexico not being able to handle the ships which carry the imports from the Golden State.

The port works at Manzanillo will be completed about the time of the opening of the Panama Canal, and at that time the harbor will have an area of something like 310 acres (almost twice its present area) and will contain an interior rim of concrete docks and piers, bearing on their floors concrete warehouses with tracks, cranes and all other facilities for handling all the commerce that will come through the port for the next hundred years. Two great breakwaters will extend out into the sea, enclosing the quiet waters of the bay, and the whole will be linked with the upper west coast and the interior of Mexico with lines of railroad.

### ALL DONE BY THE GOVERNMENT.

All this work is being done and will be completed by the government of Mexico, and will belong to Mexico when completed. There never will be a chance for any corporation, railroad or otherwise, to grab one foot of the water front, but a lease to land sufficient for warehouses, stations, offices and similar buildings may be secured at a nominal figure from the government. Thousands of meters of land already have been built up from the earth dredged from the harbor, and thousands more will be. On this land, held in from the bay by a sturdy seawall, will be built stations, warehouses and other commercial buildings, behind which will run the railroad, with stubs projecting out onto each and every wharf.

Back of the railroad still will lie the town, once noted as the most unhealthy of all the west coast ports save Acapulco, but now one of the most sanitary and beautiful residence spots in Mexico. All this change is due to the efforts of Col. E. K. Smoot, the contractor who built the Galveston jetties, and to whom was entrusted the monumental task of making a harbor at Manzanillo.

### HOW THE WORK WAS DONE.

Manzanillo is the mid-continental port of Mexico. It is 500 miles from Mazatlan on the north and 600 from Salina Cruz on the south. While other Pacific ports serve limited areas, Manzanillo's geographical position makes its importance republic-wide and assures it the bulk of Mexico's large trade with California and with other lands of the Pacific side of the New World. Behind it and directly tributary is the richest and most densely-populated portion of the Mexican nation. It is the half-way station between Los Angeles and the western mouth of the Panama Canal, and in the world commerce following the opening of the big ditch Manzanillo, for these and many other reasons, will participate to an extent far greater than any other Mexican port.

Years ago the master-mind of Porfirio Diaz, President of Mexico, recognizing the geographical and commercial importance of this port, determined that it should have a harbor commensurate with its possibilities. Transportation facilities were then far distant, and, for a long period, this problem interfered with one of the greatest plans of the far-seeing executive. Finally, however, arrangements were made for the extension of the Mexican Central through the barrancas of the Sierra Madre and into Manzanillo. Then the project of transforming Manzanillo from a storm-swept bay into a protected harbor was taken up eagerly. In November, 1899, the Mexican government entered into a contract with Col. E. K. Smoot, builder of the Galveston jetties, for harbor improvements at Manzanillo.

### BUILDING THE BREAKWATER.

March 17, 1900, saw the Manzanillo Harbor improvements formally inaugurated. The breakwater was the first consideration, and what today stands as one of the world's finest monuments to the triumph of engineering skill and constructive genius when pitted against the tremendous power of the sea, was steadily pushed out from its anchorage on the projecting headland at the southwestern end of the bay. Tons upon tons of stone of various sizes were quarried and hauled and deposited along the line marked out for the breakwater, and gradually there arose from the waters of the Pacific in pyramidal form from a basic width of 315 feet, a solid mass of rockwork, absolutely impregnable to the action of the ocean waves.

This breakwater is 87 feet in height, and it tapers from its mammoth base of 315 feet to a width at the crown of 27 feet. In length it is 1446 feet, and it is so constructed as to present an oblique surface to the waves, the most direct of which strike it at an angle varying 36 deg. from normal incidence, and to serve as a permanent defense against the sands that formerly entered the port from the coast line to the west and south and deposited themselves over the floor of the bay.

The heaviest blocks of granite ever placed by the hand of man were used in this breakwater. These monoliths, now capping the outer slope, weigh from thirty to sixty tons each, and when transported from the quarries to the port, each block constituted a carload.

### MONSTER CONCRETE CAPPING.

Below these granite blocks, the outer slope is capped with great thirty-ton blocks of concrete, made from the best materials, under the rigid requirements of the government experts and at great expense. The

interior slope of the breakwater is covered with granite and concrete blocks of from five to thirty tons weight, each. The crown is a solid deposit of concrete, an enormous monolith, weighing more than 60,000 tons. It is thirteen feet high, twenty-seven feet wide, and extends the full length of the breakwater.

The Manzanillo breakwater greatly exceeds in depth and width the famous seawalls of Plymouth and Cherbourg. No finer or more effective harbor protection was ever devised or carried out. It is one of the world's most important works of its kind. It protects the present harbor perfectly, and behind a large fleet could ride out some of the fiercest storms which at certain seasons of the year sweep the Pacific coast of Mexico. Prior to the erection of this great protecting wall, vessels at anchor in the port had to flee to the open sea for safety on the approach of a storm, lest they be dashed to pieces on the coral reefs or beached on the sands of the curving shore.

The seawalls of the town of Manzanillo have a total extension of 6133 feet, or considerably more than a mile. They have been built to the contract height of ten feet above mean tide and are of the most substantial construction, protected on the outer slope by blocks of granite weighing from five to fifteen tons. Behind these seawalls, an area of fully 30,000 square meters has been reclaimed by the depositing of coral and other material dredged from the bottom of the bay. Much valuable water front for the construction of warehouses and other sea trade buildings has thus been saved.

### GREATER MANZANILLO PROJECT.

The project for a greater harbor still is now being carried out, on the additional funds recently provided by the Mexican Congress. It contemplates the extension of the present breakwater of 660 feet, and the construction of another breakwater from a point known as La Penita, on the eastern side of the bay, to a length of 3513 feet. The ends of the two breakwaters will face each other, with an opening of 1000 feet between, and, from 165 acres, the actual protected area at the present writing, the harbor will assume nearly double its size now, or, to be exact, 319 acres.

From the seawall along the southern shore of Manzanillo Bay will project great masonry wharves, each 750 feet long, or large enough to accommodate even the great passenger leviathans of the trans-Atlantic routes. The crescent of the emerald foothills will be broken to permit the extension of the town of Manzanillo and to allow for the increase of railroad yards and other traffic facilities. Plans for all these improvements have been completed and work is now going forward on the first section of the work. Several years will be required to complete the project.

### OPENING THE WEST COAST.

The completion of the first half of the work on Manzanillo Harbor, coupled with the establishment of the Manzanillo branch of the Mexican Central Railway, opened the markets of Mexico to Pacific commerce, and gave Mexico access to the Pacific ports of California, Central and South America and the Far East.

Since the construction of the harbor improvements at Manzanillo, the commerce of the port has increased 600 per cent., the increase in the period since the opening of the Manzanillo extension of the Mexican Central Railway having been by leaps and bounds.

RAMON JURADO.

## San Diego Exposition.

WORLD'S FAIR TO BE HELD DURING THE ENTIRE YEAR 1915.

OF ALL the great world's fairs and international expositions, the Panama-California Exposition, to be held the entire year 1915 at San Diego, Cal., is to be original and unique. It will open its doors January 1, 1915, and will remain open until midnight of December 31, 1915, the climatic conditions here making this one of the few places in the world where this can be done.

This exposition will specialize in its exhibits. Four features have been selected for exploitation, reclamation, irrigation, conservation and colonization. The country to be represented, the huge southwestern portion of the United States, the northwestern portion of Mexico and the Pacific Coast of North and South America are in their infancy in commercial development. More potential markets are in these territories than in any other in the world.

The Panama-California Exposition will contain entertaining and unique exhibits of archeology and ethnology. There will be a lack of glittering generalities in the different buildings of this exposition and a wealth of the new and up-to-date products of human ingenuity never before seen at a great exposition. Individuals of every Indian tribe in North and South America will be brought here.

A superlatively attractive feature of this exposition will be the horticultural display to be made in the open air. Millions of plants and vines and flowers of all descriptions will be used for decorative effects. The huge park in which the fair will be built is to be ornamented by the use of parterres of flowers, an infinite variety of color effect being used. The preliminary landscape work and the immense labor of propagating these plants is already well under way.

As an exposition that will show to advantage the exhibits brought together, the Panama-California Exposition will be the first ever held to specialize where others have merely generalized.

San Diego has all the facilities to make possible a great exposition. It has a park of 1400 acres in the heart of the city, where the exposition will be constructed. One million dollars has been devoted to the

improvement of this park. The buildings will cost over a million. Money for both these items has been provided. Actual construction began November 6, 1911.

San Diego is the first port in the United States north of the Panama Canal; it has millions of acres of arable land at its very threshold; it has one of the three land-locked harbors on the coast of North and South America; it has such a climate that will make it possible to hold open the exposition the year round; it is the most central point for the Mexican and Central American ports in the United States and the most central point in the territory embraced in the Southwestern States of the United States and the northwestern States of Mexico. Its lines of communication are adequate and are being enlarged, both by rail and water, so that by the time the exposition is opened, the first of January, 1915, San Diego will be a center for traffic and commerce from all parts of the world.

Early in the work of organization the projectors realized that this exposition would depend for success upon features that should be absolutely unique; that it must be, first of all, a beautiful exposition; that it must be vivid; that it must appeal to aspiration and ambition and that it must of all things be distinctive.

San Diego is the place where began all history of California. At San Diego landed the first of the Spanish navigators in the sixteenth century, Cabrillo, in 1542. Sixty years later came Vizcaino. In the eighteenth century came the spiritual conquests of Junipero Serra and the Franciscan fathers associated with him. The history of San Diego is crowded with fascination, picturesque romance and tradition. Nothing more appropriate than a "Mission City" could be found for the motif of the buildings and grounds, and it was decided to construct the exposition along the lines of Spanish colonial architecture, the most beautiful, inspiring and enduring of all forms of American architecture.

To do this work, the exposition, under the leadership of President U. S. Grant, Jr., son of the famous general and eighteenth President of the United States, and Director-General D. C. Collier, a noted San Diegoan, has gathered the foremost men of their line. Frank P. Allen, Jr., of Seattle, U.S.A., as director of works, has charge of all construction. He assisted in the building of the Lewis and Clarke Exposition, and built the Alaska-Yukon Exposition. Bertram G. Goodhue of New York, U.S.A., authority on Spanish-colonial architecture, is designing the buildings. He has made this class of architecture a life study.

Over all and through all will be the artistic atmosphere and the romantic and beautiful appearance of the exposition. One million flowering plants now are being propagated for use in this part of the picture. Millions of plants and trees will be in place when the exposition opens. So thoroughly are the architects entering into the spirit of the artistry of this exposition and the beautiful picture to be presented, that they are discussing a plan to secure the red roof tiles of every village on the Mexican and Central American coasts, rather than try to imitate the shades of color the old tiles have acquired in a century or so of use and exposure to the elements.

The State of California has passed an appropriation act of a quarter of a million dollars to assist in construction and will give more when it is needed. The counties of the State are allowed to appropriate an aggregate of a million dollars for the same purpose. The city of San Diego has bonded itself for \$1,000,000 to beautify Balboa Park for the purpose and another million to improve the wharfage facilities. The National Congress has been asked to pass the necessary resolutions of indorsement. When these are passed the department of exhibits will begin active work in Central and South America.

As the Panama-California Exposition is in no sense a rival of the Panama-Pacific Exposition, planned to be held in San Francisco, May to October of same year, the two expositions are working in perfect harmony; one will be a world's fair and the other will be an international exhibition of arts and sciences in the most beautiful setting that can be arranged for it.

The Panama-California Exposition will show to the world what the Franciscan Fathers tried to do and what the people of the Southwest hope to do with their heritage to be found in this country's vast commercial possibilities just touched by the moulding hand of modern endeavor.

In a climate, the most salubrious on earth, where the sun shines 300 of the 365 days of the year, life is easy. Nature responds with plenty to the minimum effort. Health and happiness wait on the happy possessors of a land that in point of development is in its infancy, which has potential homes for millions of people scattered through the valleys and hills of a region easy of access through one of the finest harbors in the world.

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## California's Lead in Grapes, Raisins and Wine.

### SPLENDID PROSPECTS.

CALIFORNIA now produces all the raisins grown in the United States, three-quarters of the wine, and a large share of the shipping grapes.

There are upward of 275,000 acres in California devoted to grape cultivation. Of this acreage about one-half, or 150,000 acres, is planted to grapes intended for the exclusive making of wines, which comprise no divisions, namely, dry wines, consisting of red, white, and black, of the rhine, moselle, sauternes and chianti types; and sweet wines, of the port, sherry, malaga, malaga, marsala and tokay types; and also muscat and sweet muscat.

About 80,000 acres are devoted to the growing of grapes for raisin purposes. A large share of these grapes, especially the second crop, is sent to the distilleries to be made into brandy. A portion also of the first crop muscat grapes is made into a wine called sweet muscat and also into fortified material for the making of sherry. About 40,000 acres are devoted principally to table grapes, of which 5000 carloads were packed in crates and shipped to the eastern market of the United States last fall.

Sanoma county enjoys the distinction of being the largest dry wine district of California. Over 20,000 acres are covered with vineyards, 95 per cent. of which are in full bearing. The annual production under favorable conditions during the last four or five years has been about 12,500,000 gallons of wine. There are about 150 wineries and distilleries in the county and the vine land, plants and wine in storage represent an investment of at least \$10,000,000.

At Asti is located the Italian-Swiss colony, one of the show places of the State. It has the largest dry wine vineyard in America, 1750 acres, and produces six-tenths of all the light table wines of the State. When the colony was founded in 1881 the barren land was used as a sheep pasture and was worth but a few dollars an acre. That was nearly thirty years ago. Today a smiling landscape of vine and villa and rose-wood wineries greets the eyes of the visitor.

On the other side of the ridge is Napa county. At one time it led the State in the amount of wine produced, but the ravages of phylloxera caused the destruction of many of the finest vineyards and for years retarded the production of grapes. Nearly 12,000 acres have been replanted with resistant vines in the district extending from Napa through St. Helena to Calistoga. Approximately speaking, last year the output amounted to 48,000 tons of grapes, producing about 7,000,000 gallons of wine, valued at \$1,000,000.

### EXPERIMENT STATION.

At Oakville is the experimental station of the Department of Agriculture, which was established in 1904. It is one of the largest and in many ways one of the most interesting vineyards the department has. Here viticultural specimens from all parts of the globe have been set out. There are a dozen similar vineyards in different parts of the State, which are expected to develop into places of broad viticultural research and experimental work and to furnish practical object lessons in viticulture and an excellent opportunity for correcting the nomenclature of varieties and solving many problems of commercial viticulture.

The vineyard section of Alameda county is the beautiful Livermore Valley, situated about twenty-five miles west of Oakland. Most of the vineyards are in the

southern half of the valley, on both level and rolling hill land. The climate and soil conditions are particularly favorable for the growing of grapes from which sauternes and other white wines of superior quality are made. The vineyards were planted first about 1882 and included about 4200 acres.

### ENORMOUS VAULTS.

Perhaps the best known is the Cresta Blanca vineyard, located at the mouth of the canyon of the Arroyo del Valle, which embraces a tract of nearly one square mile of diversified hill and valley land, all of which is adapted to grape culture. It includes great vaults or tunnels bored in the solid rock of the hillside at a depth of 200 feet below the surface. There are 1000 feet of these vaults. In these rocky caverns, far removed from the variable climate of the upper world, the wines rest quietly during the years of the aging period.

Santa Cruz county has about 3000 acres of grapes, and last, but by no means least, comes Santa Clara county, with its 5000 acres of bearing wine grapes. The vineyards are planted along the foothills at an elevation of from 200 to 1500 feet and thrive where it is not practical to place fruit trees, raise hay or other products. The fifty wineries are distributed along the foothills near Mountain View at Cupertino, Los Gatos, Gilroy, Mount Hamilton, on the eastern side of the valley, and also at San Jose.

### SWEET WINES.

The sections producing sweet wines are in the interior, where climatic conditions and temperature are such that the grapes ripen at a comparatively high sugar and low acid point. The principal counties are Yolo, Sacramento, San Joaquin, Madera, Fresno, Kings, Tulare, covering the great Sacramento and San Joaquin Valley, Los Angeles and San Bernardino.

Sacramento county possesses the largest Flame Tokay vineyard in the State. Table grapes flourish and bear with profusion there. The Malaga and Emperor varieties grow in large clusters of several pounds each and the individual grapes are twice or three times as large as those of the best eastern varieties, such as the Concord.

The Malaga is a beautiful translucent pale green color and the Emperor is a rich purple. Both have a firm meaty pulp that enables them to bear shipment for long distances and to arrive in the eastern market as long as three weeks after packing in perfect condition. The system of fruit shipments in refrigerated cars was originated in California, and this express system of through shipments to Chicago, New York and all eastern points has been so perfected that these markets are practically as close to the grower as San Francisco.

### IN THE SAN JOAQUIN.

San Joaquin county has about 40,000 acres in grapes. A little more than half the vineyard area of this section, both table and wine grapes, is included in the district known as the Lodi region, in the northern part of the county, but extensive plantings are being made in the sandy districts in the southern part of the county in the neighborhood of Manteca, Escalon and Ripon. There are five large wineries in the county. In addition there are some forty small wineries operated by the owners, who are principally Italians, making clarets for home consumption.

The vineyards of Fresno county have long been looked upon as the greatest viticultural section in Cal-

ifornia. Over 125,000 acres are covered with vines, divided as follows:

	Acres.
Table grapes	5,000
Wine grapes	45,000
Raisin grapes	75,000

Eight million gallons of port, sherry, muscat, marsala, angelica, and many other sweet wines, are made each year at Fresno county's forty wineries, while the average annual raisin output is about 100,000,000 pounds.

California has a monopoly of the raisin industry, as the European grapes are the only varieties from which raisins can be made, and they do not grow east of the Rocky Mountains. The commercial production of raisins in this State began in the '80s, and one of California's great agricultural achievements was the capture of virtually the entire American market within less than twenty years.

During the latter part of August or the beginning of September raisin grapes are generally ripe enough to be picked. Picking usually begins when the sugar test registers 24 per cent. by the saccharometer.

About 80 per cent. of the grapes grown in Southern California are located in the Cucamonga district in San Bernardino county, although Los Angeles, Ventura, Riverside and San Diego counties also cultivate the grape extensively.

### CUCAMONGA.

An hour's ride from Los Angeles brings you to Guasti, where you may see the largest vineyard south of the Tehachapi. Nine years ago when Mr. S. Guasti suggested planting a vineyard in what was then a waste of shifting sand known as the Cucamonga Desert, his friends laughed at the idea.

There was nothing there but a big, rambling ranch house close to the Southern Pacific tracks, a relic of the boom times of the late '80s, when all Southern California was staked off in town lots and the center of the Cucamonga Desert was chosen for a general resort. Staked avenues, spreading skeleton-like over the sands in all directions, gave another indication of the earlier disaster.

Today the great wine ranch of 3500 acres, with its stone buildings, private railroad and modern wine-making machinery, represents an investment of more than \$1,000,000.

The company's miniature railroad radiates through the vineyard and carries thousands of tons of grapes from the pickers to the great troughs, from which the chain conveyors whisk them up and into the stemming machines. Here, too, are sidetracked standard railroad cars that have brought grapes from other vineyards, for the whole of the company's acreage has not yet come into full bearing and purchases are still made from outside growers.

In December, when the colossal task of pruning the vines goes on, the vineyard is for weeks overhung by the smoke of the fires made from the cuttings. The expense of pruning and burning alone amounts to about \$6000 for a season's work.

During the past ten years it is estimated that the manufacture of California wines has almost doubled. In 1900 the output was about 25,000,000 gallons, of which about 15,000,000 was dry wines and 10,000,000 sweet wines. The yield of 1910 was nearly 45,000,000 gallons. The production of sweet wines for 1911 touches last year's record of 17,982,165 gallons, while the dry wine output totals about 27,000,000 gallons.

About 60,000 vineyardists and assistants are dependent upon the viticultural industry.

### COST OF BUILDING.

CLIMATE PERMITS HOUSES OF LESS EXPENSIVE CHARACTER THAN REQUIRED IN THE EAST.

[Sacramento Valley Monthly:] The cost of building in California is a little higher than in the East. This is occasioned by the fact that lumber and the rate for mechanics' wages is higher.

But owing to the fact that houses do not have to be heated in such a substantial manner, the mild climate of California permitting very attractive houses to be erected at much less expense than in the eastern States, it is not necessary to dig cellars in which to put away supplies for the winter, and the double doors, windows, etc., are all omitted.

Of course, if the settler can do his own carpenter work the figures and estimates contained herein will be materially reduced. We give the cost of building small cottages herewith:

Three-room cottage—12x24, with 12x12 L, containing six windows, two outside doors, one closet, porches front and rear; inside, natural wood finish and paper; outside fully painted. Complete \$400.

Four-room cottage—24x28, containing eight windows, two outside doors, porches front and rear, one closet; inside, natural wood finish and paper, outside fully painted. Complete, \$600.

Five-room cottage—26x32, containing ten windows, two outside doors, two large closets, porches front and rear; inside natural wood finish and paper; outside fully painted. Complete, \$800.

Six-room bungalow—32x32, containing twelve windows, two outside doors, eight inside doors, five closets, two closets and bath, sanitary patent closet, large porch extending across the front of the house, small porch in rear; natural wood finish and plaster walls; kitchen and bath-room plumbing complete; inside of house fully painted. Complete \$1000.

Seven-room cottage—36x36, two stalls and hay bay; shingled and painted outside with Alabastine, \$150.

Eight-room—24x30; 16 ft. hay bay, three large stalls and room, hay mow, carriage house, painted with Alabastine, \$300.

Chicken house—8x10; painted with Alabastine, \$35.

Chicken house—10x12, painted with Alabastine, \$50.

The Goleta Walnut Growers' Association smashed the record in November by receiving a total of forty tons of walnuts in one day.

### A CREAMERY'S PROFIT.

The record of the Visalia Co-operative creamery for October in comparison with the same month last year shows a remarkable gain in business as well as in money paid.

During October, 1911, the Visalia creamery paid out \$19,500 for butter fat on an average of 34 and 35 cents a pound, which in comparison for the same month last year shows almost a 100 per cent. increase.

In October, 1910, the creamery paid for \$8,558 pounds of cream from which 39,375 pounds of butter were turned out for that month as against 182,892 pounds for the same month in 1911, from which 69,660 pounds of butter were turned out. These figures show that the gain over the same month last year amounted to nearly 100 per cent., a remarkable gain.

### NEW PACKING HOUSE.

ANAHEIM GETS ONE OF THE LARGEST IN ITS SECTION OF THE ORANGE INDUSTRY.

[Anaheim Gazette:] One of the new industries of Anaheim which has insinuated itself into the business world with very little noise, is the new packing-house of the Anaheim Orange Growers' Association, erected on the Santa Fe track between the depot and Dauser's mill. It is one of the largest packing-houses in this region, being 52x170 feet in dimensions, with a basement 52x70 feet beneath. It began handling navel oranges on the first of December with a force of twenty-five or thirty employees on the pay roll.

This association is a branch of the Mutual Orange Distributors, an organization which now handles and markets the product of sixteen packing-houses. The headquarters of the Mutual is at Redlands and it permits the organization of branches only in territory where the best navels and Valencia are grown, as it is bent on maintaining a reputation for marketing the highest grade of fruit in the world. It was organized six years ago and controls a string of packing-houses along the ridge from Los Angeles east, where the best navels grow, and is now building in this region where the highest grade of Valencia are produced.

Ever see an orange orchard, when the fruit is turning to gold? It is the sight of a lifetime. They can be admired every day in the year in their season in California.

### THE GARDEN CALENDAR.

SOME MAY YIELD SEVERAL CROPS A YEAR WITH WONDERFUL RANGE ENJOYED.

Prof. E. J. Wickson, in his book, "California Vegetables, Garden and Field," gives a garden calendar which ought to be studied by any one living in California. It is too long to introduce here but we include a table which will show the wonderful range enjoyed in California in the planting season:

Beans may be planted in March, April, May, June and July.

Beets from January to July.

Cabbage every month except December and June.

Carrots from January to July.

Cauliflower from January to July.

Celery, March, April and May.

Corn, May, June, July.

Cucumbers, April, May, June and July.

Lettuce, every month in the year.

Melons, April, May, June and July.

Onions, January, February, March, April, May, September, October, November and December.

Peas, January, February, March, April, May, September, October, November and December.

Potatoes, January, February, March, April, May, July, November and December.

Sweet potatoes, March, April, May and June.

Radishes, every month in the year.

Rhubarb, February, April, May and June.

Spinach, September, October and November.

Squash, April, May, June and July.

Tomatoes, April, May and June.

Turnips, every month except September and December.

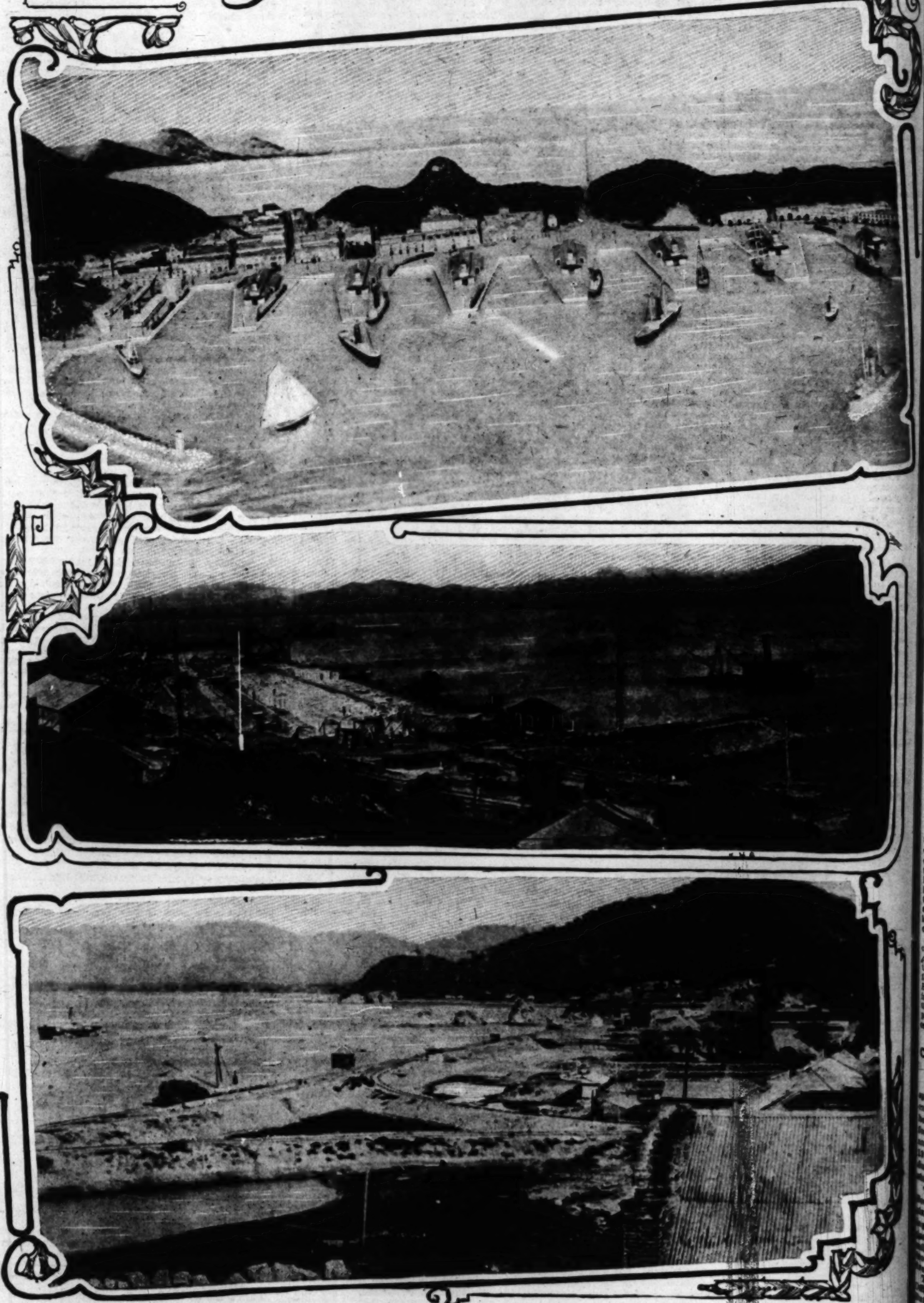
Naturally an all-the-year growing season suggests constant use of the ground and the possibility of turning the soil several times during the year.

"God sifted a whole nation that he might send choice grain over into this wilderness." A wilderness no longer but one of the greatest and most glorious commonwealths of a nation. Oh, happy, California and Californians!

The incomparable climate of California is one of its greatest assets. And why not? Where Sorrento swings on sunset wings there is nothing so adapted to the happiness and prosperity of the human family.



# Building the New Port of Manzanillo



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## Business Announcements—Enterprises, Opportunities, Building.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature of and responsibility for which are shown in the notices themselves.]

### CALIFORNIA MARBLE AND TILE COMPANY.

It is gratifying to call attention to the success of the California Marble and Tile Company, with offices in 33419 Story building. It has a three-acre plant located at Soto and Santa Fe railway right of way. The company was formed November 1, 1910, and now operates a plant representing an outlay of \$75,000, fully equipped for handling and polishing all descriptions of foreign and domestic marble.

Starting with three men a year ago, there are now twenty-five to eighty men on the pay roll, with competent men in charge of the various departments.

The company secures its stock direct from the best quarries in Georgia, Tennessee, Vermont, Greece, Italy, Alaska, Belgium and Arizona, the marble from Arizona being equal in durability and capacity for high polish to the finest Italian product. It is practically a home product and is regarded by experienced architects and builders as especially desirable for interior finish. The Trent tiles is a specialty of the company. This superior material was used recently at No. 998 Fifth avenue, New York, in the construction of one of the most luxurious apartment-houses in the world.

The officers of the California Marble and Tile Company are: President, A. D. Bond; vice-president and general manager, John C. Eads, formerly a prominent merchant of the South, now one of the best-known residents of Los Angeles, endowed with exceptional executive ability; secretary and treasurer, Arthur J. Hinton, formerly with the First National Bank; sales manager, Edgar H. Duke, who is probably as well known in the business world as any other young man of his age in the community; superintendent of the mill, E. F. Noyes, formerly identified with the marble and granite interests of Vermont and New Hampshire; superintendent of marble construction, D. A. McClellan, formerly of New York, where he was connected with the Truitt Company for many years, and was an active part in the construction of the great Pennsylvania Railway terminal station; superintendent of the tile department, E. R. Magee, formerly of Boston.

The products of the California Marble and Tile Company comprise everything required for construction work, from the cheapest to the most intricate, expensive and most beautiful. The plant is provided with the best of facilities, operated by electric power. The company has just received 304 tons of Italian marble of the finest quality, one block weighing twenty-seven tons. Railway accommodations are ideal, and a traveling crane at the plant provides facilities for handling the heaviest blocks of material.

The company has furnished all of the marble material for the Union Oil building. The interior work of exceptional beauty and is much admired.

### CALIFORNIA CORNICE WORKS.

A large and best equipped plant of its kind on the coast, incorporated under the laws of the State of California, March 30, 1906, employing seventy-five men. The plant covering 1800 square feet of floor space with a warehouse of the same capacity, makes it a plant fully equipped to handle the largest contracts in their line with their large power presses and up to date machinery. They have and are now manufacturing the finest type of Underwriters hollow metal windows and fire doors, also copper and galvanized iron services, skylights, galvanized iron, slate and tile of every description.

This firm has done all the metal windows and the metal work on many of the big buildings in Los Angeles and is doing the work on all the largest ones under construction, namely, the Los Angeles Athletic Club building, Title Insurance building at the corner of Spring and Fifth streets, the Union Oil building at Seventh and Spring streets, the Bankers building, the Van Nuys bank and office building, the Seventh and Spring streets, besides having finished the work on the annex to the Hotel Alexandria and the Los Angeles Trust building.

All of the above work done has been of the most satisfactory character to the contractors and owners of the big blocks, while the results meet fully the requirements of the advancement of the city from year to year to metropolitan proportions. It has always been the aim of the company to excel in its work and with respect it has been more than successful. With its warehouse they also have one of the largest of galvanized sheet iron and are doing a very big jobbing business, handling an average of six hundred tons of material a month.

The president C. Specht was engaged in the metal business for the past forty-five years before he came to Los Angeles, and vice-president and treasurer J. C. Specht was engaged in the same line for twenty years before his arrival in this community. They are practical workmen who keep a close watch on the fulfillment of their contracts. They have in their employ only practical men, all of whom take pride in their work and endeavor always to give their customers the best possible results in the shortest time.

### CALIFORNIA PLANING MILL AND LUMBER COMPANY.

The development of Los Angeles of years ago to a modern city of metropolitan airs and wonderful enterprises has been the marvel of all visitors. Many of the enterprises have had a part in the great transformation, one of which is the California Planing Mill and Lumber Company, with an extensive plant at Nos. 14336 South Main street, where the flourishing industry was established twenty years ago as a partnership, and incorporated in 1907.

The trade of the company extends throughout California and to Arizona and Nevada and its operatives are employed at the works, two traveling salesmen visiting the trade regularly. The company designs and manufactures exterior and interior door and window frames, copper store fronts, metal covered doors, fire doors and shutters and other hardware.

The ground floor space of the plant is 225x312 feet. The officers are: Andrew Beyrie, president, and Charles C. Jr., secretary. John A. Mottashed is in charge of copper, fireproof and metal devices for store fronts and does all of the interior trimming for the company. This branch of the industry is a specialty.

### A LUMBER LEADER.

Identified with the business interests of Los Angeles for fifteen years in the lumber trade, E. J. Stanton, wholesale and retail dealer in all grades of lumber, has become widely and favorably known to contractors, builders and property owners as a leader. In his line, a man known for his personal integrity and for reliability in the fulfillment of all contracts.

The Stanton lumber supply house and yards occupy several acres of ground at the corner of Eighth and Alameda streets, where the best of railway and switching facilities are established for the handling of carload lots of lumber received, and for the shipment of consignments of the rough or finished lumber products to the trade to any point in the country.

Mr. Stanton carries a very large stock of the finest quality of dressed and rough lumber, the rough material being piled up in the open and the finished material under cover, all arranged conveniently for the inspection of buyers. Much of the material in the bank and office buildings, in the modern hotels and apartment-houses and in the higher-class dwellings of the community came from the Stanton yards.

Mr. Stanton, who has made the lumber business a close study, is one of the best informed dealers in the city, if not of the State. Having ample means at his command, he has always been in a position to select the best material it is possible to secure, and keep a large supply on hand to promptly meet the demands of the trade here and elsewhere in his territory, which covers all of the State of California and the entire Southwest region.

So perfect is the system established by Mr. Stanton that he is enabled to fill all large orders for construction work direct from the several large mills with which he is closely associated. The local company is the Los Angeles agent for the sale in carload lots of the stock of the California Sugar and White Pine Agency at San Francisco, and also handles the output of the extensive mills at Madera, Fresno, McCloud, Sanger, Oakdale and Placerville. Connections are so perfect that if the required stock is not on hand here, the material is quickly secured and delivered in any quantity.

The company also handles the very best lumber produced in the States of Michigan and Wisconsin, and makes a specialty of the famous hardwoods grown in Tennessee, Louisiana and Mississippi.

In addition to carrying the best domestic stocks of lumber, the company goes abroad and constantly has in stock materials of the finest grade of foreign production. The variety meets every want, including the highest products of the Philippine Islands, as well as lumber from Mexico, from Honduras and from Peru. These woods are susceptible of the finest polish for interior finish for boudoirs, offices and banks.

Mr. Stanton was one of the first of the big dealers to present the advantages of the use of the California white pine as desirable for interior finish in general construction work. This has now become one of the leaders with builders. The white pine is said to be the most durable and equals the hardest woods in polish and beauty for ornamental purposes.

While Mr. Stanton is heavily interested in his extensive lumber business, he also possesses other valuable interests, and has been a big factor in building up Greater Los Angeles.

### SIMONS BRICK COMPANY.

When Los Angeles had a population of less than 45,000 inhabitants the Simons Brick Company, now one of the largest industries in the great Southwest, was making brick and tile for the residents of the city and for the small outlying towns. It was in the year 1887 that the founder of the Simons Brick Company began to provide solid building material for those who had faith in the great industrial and commercial future of Los Angeles. Ever since that time the Simons output has been in steady demand.

With the growth of the city and its rush and push in every enterprise, the company has kept pace with the expansion, not only in providing brick, roofing tile, hollow building blocks and fireproof materials for the city, but also is reaching out into near and far towns, where the company has established plants and yards to meet the demands of the trade.

The Simons Company is considered by many, one of the largest firms in the Southwest engaged in the manufacture of clay products on an extensive scale. Five large factories have been established. One in Los Angeles, on the San Pedro, Los Angeles and Salt Lake road; another at Pasadena, on the line of the Pacific Electric railway; another at Santa Monica, on the line of the Southern Pacific Railroad; another at Simons, Cal., on the line of the Atchison, Topeka and Santa Fe road; and still another at El Centro, on the Southern Pacific railroad.

Locally deliveries are made by teams, and from all steam and electric switches to points of destination. This service is unsurpassed. Simons Company brick is sold cheaper in Los Angeles than in other larger cities in the United States. A full line of the clay products of the company is on display at the offices of the corporation at No. 125 West Third street.

Officers of the company are: Joseph Simons, president; E. O. Simons, secretary and treasurer; W. R. Simons, vice-president. They are among the representative residents of Los Angeles, who, while they have been successful in building up a business of the first magnitude, have found time to enter heartily into every worthy movement looking to the advancement of their home city and Southern California.

### PACIFIC ORNAMENTAL IRON WORKS.

Unexcelled facilities for the production of artistic iron and bronze work, equal to any designed in the East, the services of up-to-date designers and modelers, together with a well equipped foundry, pattern shop, plating and fitting departments have enabled the Pacific Ornamental Iron Works Company, with extensive works located at Nos. 1942-46 South Main street and Nos. 1941-45 South Los Angeles street, with 140 men employed and 25,000 feet of floor space, to compete successfully with the largest similar enterprises.

Established in 1902 and incorporated in 1905, the company makes a specialty of the manufacture of elevator enclosures and cars, iron stairways, store fronts, the added features enabling the company to turn out the most artistic canopies, bronze doors, tablets, balconies, gates, etc.

Alfred J. Bayer, son of the pioneer oil operator, Joseph Bayer, is president; James F. Rothge, former superintendent of the Meyberg company, vice-president, and Harry R. Baker, formerly with H. B. Claffin & Co., New York, secretary and treasurer.

### PARROTT & CO.

The firm of Parrott & Co., manufacturers' agents, shippers and commission merchants, with offices in suite 432 Citizens' National Bank building, and offices in San Francisco, Portland, Tacoma, Seattle and Spokane, was established in 1860 and incorporated in 1890. This company transacts an immense business in the handling of structural building material.

The local representatives of the company are H. C. Burr, shipping and commission department; N. W. Howard, structural material and engineering department; W. K. Thompson, import and machinery department.

The firm acts as Pacific Coast agent for a varied line of structural materials, including the Rulofson Underwriters' fireproof windows and doors, now in place in the ten-story Broadway Investment building, where mahogany metal veneered doors are features. In the San Fernando building annex, in the new city hall annex, the Union League building, the Brownstein-Louis warehouse and many others.

They are also western selling and engineering agents for concrete appliances, the company's "G-Y system" of concrete distribution, using the gravity principle, Coast agents for New York patented masons' scaffolding, which was used in the construction of the Chester building, the Athletic Club building, and other local structures. Also California agents for the Haslett Spiral Merchandise chute and for the T. L. Smith mixers, hoists and Symons crushers.

Parrott & Co. are heavy importers and recently brought two heavily-laden freighters into the harbor at San Pedro. The company makes a specialty of handling the "Ceresit" water-proofing compound, five tons of which are being used in the construction of the foundation walls of the Times-Mirror new building at First and Broadway. Demand for this material is active throughout Southern California.

"Ceresit" is not a powder, but a paste of a creamy consistency like butter, with a specific gravity about the same as water, measured by weight or volume. It is used in the concrete with the water, and is similarly used for mortar coatings. It is used extensively in Germany in the building of big commercial projects. This material tones up the finish in concrete and produces brighter and lighter shades like that of the best grades of stone. It is as odorless as water. No moisture can enter concrete or cement after "Ceresit" is introduced.

Ceresit is highly recommended by builders for any material, brick, stone, cement or tile. In many of the big buildings of the eastern cities as well as in Canada it has been used extensively with entire satisfaction.

### MERCEREAU BRIDGE & CONSTRUCTION COMPANY.

Many years ago Mr. J. D. Mercereau, long a resident of Los Angeles, laid the foundations for this company. From a small beginning, by his untiring efforts and ability the business grew and prospered, and in March, 1906, the present strong and capable company was incorporated with Mr. Mercereau at the helm as president and general manager. Needless to say that the company has continued the policies of honesty and square dealing as practiced by the founder.

The company makes a specialty of building bridges and wharves of every description and has left its enduring mark upon many of the largest enterprises in this section of the Southwest, and in so doing has furthered the substantial growth of our southern metropolises in commerce and transportation both by rail and by water.

The officers of the company are: J. D. Mercereau, president and general manager; F. W. Crocker, vice-president and engineer; John Hess, treasurer; and J. H. Zeitler, secretary.

This company built the imposing reinforced concrete bridge over the Salt River, at Phoenix, Ariz., a bridge that is 2150 feet in length; the great reinforced concrete arch bridge on the Pacific Electric Railway near Monrovia, 1950 feet in length; and the reinforced concrete wharf at Redondo for the Pacific Light and Power Corporation. These works are mentioned showing the range of work constructed; we could name many others that have been constructed for municipalities and corporations, and in each and every instance the company points with pride and satisfaction to the work it has constructed and its officers feel that the contracts completed speak for themselves as to merit and solidity.

### PANZER-HAMILTON COMPANY.

The modern cornice and sheet metal works of the Panzer-Hamilton Company, one of the most active of the many industrial enterprises in Los Angeles, is established at No. 137-139 Rose street. The plant is one of the neatest and best-arranged of its class in the city. Owing to the varied and high-class work turned out and to the courtesy and liberal terms of the management, the business has steadily grown in volume since it was established on February 17, 1906.

The company makes a specialty of the manufacture of galvanized iron and copper cornices, metal windows and skylights and does a general metal and tin work.

The officers of the corporation are E. S. Hamilton, president; E. Bellue, vice-president, and J. C. Panzer, secretary and treasurer.

Many of the most expert sheet metal workers identified with this important industry have been in the employ of the company since the beginning of the enterprise. They are known to contractors and property owners as careful, conscientious and thoroughly competent workers who never fail to produce for the company the highest grade of work with results which stand as the model for rival companies.

The Panzer-Hamilton Company has filled scores of contracts in Los Angeles. It has finished work on many of the tallest and finest structures in the city and has never failed to give satisfaction. Patrons of the company are not confined to Los Angeles. Special orders for sheet metal work come from many sections of Southern California and from adjoining States.

When desired the management provides full and accurate estimates both for property owners and contractors and every design is faithfully observed in construction work.



## RAYMOND STONE COMPANY.

It is gratifying in connection with this general review of the many industrial enterprises of Los Angeles to call special attention to the extensive plant of the Raymond Stone Company, of which E. L. Knowles is general manager, with F. E. Knowles identified with the firm in handling the output. The Raymond Stone Company is an extensive contractor for granite and sandstone of every description, and is in a position at any time to fill any contract of any size and at any point in the Pacific Coast region.

It was in the month of October, 1909, that the business was established in the city of Los Angeles. But for more than twenty-five years the same enterprise had been conducted in the city of San Francisco and at the town of Raymond. The local plant is located at No. 781 Lyon street, on the east side, where there are more than 300 operatives in the constant employ of the company. The yard is 100x300 feet in dimensions, and the plant is complete in all of its appointments, modern machinery and other facilities being installed regardless of expense.

The aim of the management from the beginning has been to have facilities and stock which would meet all of the rapidly growing conditions in both Los Angeles and Southern California. In providing so well for the future the company acted with wisdom, for it has been given many opportunities to establish an enviable reputation in its line.

The company has won the full confidence of property owners and builders by providing the best of material and doing all of the work in a manner which has brought nothing but warmest commendation.

Raymond granite has been used quite extensively in the construction in many of the more imposing structures that have been erected along the coast and in some of the big cities of the interior. The granite is usually specified by architects in plans drawn up.

In Los Angeles Raymond granite has been used in the handsome Pacific Mutual Life building at the corner of Olive and Sixth streets; in the new Los Angeles Trust and Savings Bank building, at the corner of Spring and Sixth streets; in the graceful columns of the Farmers' and Merchants' Bank building at the corner of Fourth and Main streets; in the historic Stephen M. White monument which adorns the lawn at the Courthouse grounds, and in other construction work in this and other cities.

The Raymond Stone Company has been successful in introducing locally a new monumental granite known as the Hesperia, the high quality of which is pronounced superior to that of eastern granite. It is a California product and has been received with great favor, for it is known that property owners prefer local products to those of the East, especially if our own material is as good or better than the foreign article.

Those who desire to view a representative granite plant in full operation are cordially invited to visit the plant of the Raymond Stone Company, where great blocks of stone are handled with ease and quickly fashioned into chiseled and polished sections for use in buildings of every description. The works are open to the public.

Estimates are accurately made by the management for any grade of stone work and all specifications are faithfully observed in filling contracts let to this reliable company.

## N. M. MURRAY COMPANY.

N. M. Murray Company, with offices at No. 415 Trust and Savings Bank building, transact a general real estate and insurance business. Established ten years ago, the company deals in high-class property. Mr. Murray, the proprietor, came to Los Angeles from St. Paul, Minn., twelve years ago, and was never engaged in any other occupation. He started with H. F. Stewart, now vice-president and manager of the Southern Trust Company, under the name of Murray & Stewart. Two years later he acquired the interests of Mr. Stewart.

Mr. Murray is the sole agent of the Huntington properties: Oneonta Park Addition No. 4, Oneonta Park Addition No. 5, sheets Nos. 1, 2 and 3 of No. 5 to Oneonta Park, all near Oneonta Junction, and the new Huntington Hall School, building restrictions \$2500 to \$3500; also Oak Knoll Addition No. 2, covered with orange trees, building restrictions \$5000; El Molino tract, covered with orange and other trees, building restrictions \$10,000. The two last-named tracts adjoin the Howard Huntington home on the south, and are beautifully located for high-class suburban residences.

Mr. Murray lives in Oak Knoll No. 2, occupying a \$20,000 home and acres of highly-cultivated grounds. He also has the agency for the Jones tract on Oak and Wayne streets, South Pasadena, and La Linda tract at La Linda Station, South Pasadena.

## THE CANTON CAFE

Oriental resorts and attractive places of entertainment for the home and traveling public are among the most striking and alluring features of life in Los Angeles, which has become one of the greatest and most enjoyable cosmopolitan cities of the country. Tourists by the tens of thousands come to the Angel City every season, and they come expecting to find along the thoroughfares of the metropolis all of the strange enterprises which they might visit if in foreign countries. In this expectation they are not disappointed in entering Los Angeles.

One of the special features of Oriental appointment in this city is the Canton Cafe, which is located at No. 527 South Main street, close to the Pacific Electric building, from which hundreds of electric cars from the benches and the suburbs come and go every day and evening. Being just below Fifth street, the cafe is also close by car line to the Arcade Depot. The Canton Cafe is convenient to all of the principal theaters of the city, the big hotels and other congested sections, and has long since become one of the favorite resorts for people who desire and receive high-class service. Chop suey is a specialty.

It is at the Canton Cafe that all of the oddities and attractive features of the ideal Chinese cafe can be found, features that have been transplanted by the management, who are natives of the Orient. Experienced Chinese chefs attend to the cuisine and prepare in the most approved manner not only all the quaint Chinese dishes, but also the popular American dishes, served by attendants in the daintiest of Chinese wares. Here will be found private booths for family parties with all the privacy of the home.

Under the management of the owners, the Canton Cafe has become a fixture in the city, and is doing a large business every day and evening. It is especially popular with theater and outing parties, and is frequently crowded by patrons who are loud in their praise of the resort, cheerfully recommending it and the splendid service to their friends in and out of the city. You should visit the Canton Cafe.

## LOS ANGELES PRESSED BRICK CO.

Included among the established pioneer industrial enterprises of Los Angeles which have given steady employment for years to hundreds of people of the community, who now occupy their own homes, is the Los Angeles Pressed Brick Company, which was started in 1887, nearly a quarter of a century ago. It has become one of the many big institutions of the State, whose territory is extending steadily with the passing of the years and the growth of the large and small cities of the Pacific Coast region.

The company manufactures the very best grades of pressed brick, enameled brick, fire brick, chrome brick, roof tile, hollow tile, fire proofing, Faience tile, mantel tile and floor tile. The Los Angeles works combine all of the latest facilities and the best of materials for the production of the popular output of the corporation, and the highest class of trade is secured and held by the management. The entire output is equal to anything in the line of brick produced in any part of the United States.

Nearly all of the more important buildings erected on the Pacific Coast show the materials of the Los Angeles Pressed Brick Company. The billion and a quarter-dollar Utah Hotel, built at Salt Lake City, considered by many one of the finest structures in the country, used the white enameled brick of the Los Angeles Brick Company for the fronts of the building and the company's Faience tile for the splendid grill-room.

Among the late structures erected in Los Angeles the company furnished materials for the Title Insurance and Trust Company building, on the northeast corner of Spring and Fifth streets; the Union Oil building, on the northeast corner of Seventh and Spring streets; the Columbia Hospital, and the Los Angeles Athletic Club, at the northeast corner of Seventh and Olive streets.

The officers of the company are: President, Charles H. Frost; vice-presidents, W. C. Patterson and Howard Frost; secretary, West Hughes. In the employ of the company are 350 men. The territory covered by the company is the entire Pacific Coast, many sections of Old Mexico and British Columbia.

President Frost first engaged in the manufacture of pressed brick and tile in Chicago in 1877.

## F. O. ENGSTRUM COMPANY.

Established twenty-five years ago and incorporated in 1903, the F. O. Engstrum Company, contractors and builders, is one of the largest enterprises of its character in the United States. The offices of the company, which are very extensive, are located at East Fifth, Seaton and Colyton streets. The officers are: F. O. Engstrum, president; F. E. Engstrum, vice-president; H. W. Bryson, general manager; William McKay, mill superintendent.

Nearly 2000 people are employed, many of whom have been on the pay roll for fifteen years. Several hundred have been steadily employed from five to ten years. None but non-union men are in service, the company having fought the union-labor organizations successfully for ten years.

This company operates one of the largest planing mills in the city, and has thoroughly organized departments, such as reinforced concrete, steel, brick, plastering, plumbing and steam heating, sheet and drawn metal, ornamental and structural iron, staff and stucco, painting and electrical. Being wholesale dealers in lumber, brick, cement, electrical supplies and plumbing goods, glass, sash, doors and general mill work, it is in a position to meet all requirements promptly.

The Engstrum company are contractors for some of the largest office and factory warehouses in Southern California, making a specialty of reinforced concrete construction. This company is a pioneer of the world in using the modern "Gravity (G-V) System" of delivering concrete, and is the largest building contracting firm west of Chicago, with the best organized forces comprising each department.

The firm recently built several large reinforced-concrete ice plants for the Southern Pacific and Santa Fe railroads at Colton, San Bernardino and Las Vegas; twelve reinforced-concrete buildings for the State of California at Agnew, Patton and San Jose; the beautiful Exposition building at Agricultural Park; the Union League Club office building; the Rampart Apartments, and additions to the County Hospital.

The company is now building the large theater and office building for Spreckels, and also the great Marston store, at San Diego; the Edison Electric Company's mammoth plant at Long Beach; the Weston Apartments, the Hass-Baruch warehouse and the Western Motor Car Company's garage, all in this city.

## WESTERN HARDWOOD LUMBER CO.

With the early opening of the Panama Canal, and the coming of millions in money and thousands of people from the Atlantic to the Pacific Coast section, Los Angeles will experience a tremendous impetus in the manufacturing and industrial line. Freight rates and passenger charges will be much lower, and the great ships will come through by the score.

Los Angeles is ready to meet the new conditions, and one of the big enterprises now ready for increased business is the Western Hardwood Lumber Company with its three-acre plant located at the corner of Fifteenth and Alameda streets.

This company is an importer and dealer in lumber, besides manufacturing material for building purposes on an extensive scale, having on sale all varieties of hardwood materials, veneers and hardwood flooring. The territory covered by the company includes all of California, Nevada, Arizona and northern Mexico.

E. S. Ringemann is the president of the corporation; D. J. Cahill, vice-president and manager, and Howell Baker, secretary.

The buildings of the company cover three acres for lumber sheds, the sawmill plant and storage yard being at Zinc, Cal. (Terminal Island,) where ten acres are required for the equipment. The flooring factory in Los Angeles is 100x200 feet. The machinery installed embraces the latest inventions, producing the highest class of work.

The Western Hardwood Lumber Company imports oak, ash and birch in the log from Japan, and mahogany and other high-grade hardwoods for interior finish in the log from Central America and Mexico. The business of the corporation aggregates four to five million feet of logs a year, all of which are converted here into lumber, veneers and flooring. The wholesale business of the company has developed rapidly in Los Angeles. Besides handling the products of its mills the company handles sugar and white pine, white cedar and spruce, in addition to all the various hardwoods produced in the United States.

The members of the company have been identified with the high-class lumber business for many years. More than six years ago they operated in the hardwood lumber business at Denver, Colo., where they established an enviable reputation with contractors and builders.

## HARTIGAN HOUSES.

"A Hartigan House is a Guarantee of Excellence" is frequently used by the real estate salesman in convincing the purchaser that he is making a wise selection. For seven years, Mr. Hartigan has been identified with the building of fine homes in Los Angeles and "Hartigan Houses" have contributed much to the architectural beauty of many of the exclusive residence sections of the city, notably West Adams Heights and the Wilshire.

From the first he has purchased the best quality of material and employed the most competent workmen on his residences. When completed he has added a reasonable manufacturer's profit to the net cost and has found a cash buyer.

Mr. Hartigan declares that a home is like an individual, for you must live with it to know it. He



FRANK HARTIGAN.

has lived in many of the houses he has built and in this way discovered their defects, which he was able to correct. "Hartigan Houses" are the product of an extended experience.

In his homes Mr. Hartigan has studied every detail and convenience for the "saving of steps" and economy of time. He has studied climatic conditions in California and his designs are made with special reference to light, sunshine and ventilation. During the past seven years he has built up a fine organization, each man having been selected on account of his exceptional fitness for some special line of work so that every dollar expended on pay roll returns the greatest quantity of first class work.

On account of the large volume of his business, Mr. Hartigan is able to secure the lowest prices for material, and, on account of his extended experience, he obtains the best quality of goods. He ranks as one of the most extensive builders of fine homes in Los Angeles. He designs all his buildings and they are distinctly "Hartigan Houses." He refuses to sell his plans.

In addition to his own houses he has an extensive business in building homes for other people on the expert fee plan. By this method he prepares a design according to the ideas of the owner, and purchases the material as he would for himself. In this way the owner gets the advantage of close prices and the competent operating organization, but is relieved of all care and responsibility in connection with construction. For this service there is a fixed fee, usually equal to about 7 1/2 percent of the cost of improvements. An average of two residences per month are completed by Mr. Hartigan. Besides these he now has under his supervision, the Packard building at Tenth and Hope streets, and the McDonald apartment at Pico and Westlake streets.

## W. P. FULLER &amp; CO.

For nearly a quarter of a century the wholesale paint-house of W. P. Fuller & Co., with many branch establishments, has been closely identified with the city of Los Angeles in its wonderful march of progress in the erection of charming homes, now at the rate of \$1,000,000 or more in valuation a month, and in the building of scores of towering skyscrapers in the business districts. In supplying materials for all of these and many other structures they have ever kept pace with the growing demands, and have been among the leaders in meeting all conditions.

This company is an extensive manufacturer and dealer in paints, oils, plate and window glass, mirrors, leaded and art glass, sash, doors and mill work generally. Its place of business is established at No. 144 North Los Angeles street, in a large building filled to the roof with the very best of building supplies and goods which are in constant demand, and are delivered promptly by vehicles or train to any point of destination to patrons. In meeting the demands of the trade conditions, which are ever changing, the company makes accurate estimates when required, so that a contractor or builder may know exactly the cost of construction in any line.

The wise management of the gigantic business of the house illustrates what may be accomplished in a rapidly-growing city by the adoption of correct business methods, which, of course, means square and honest dealing with the public, not only in providing the best of goods and in making right prices, but also in giving satisfactory service in deliveries of goods on time.

Quality is a big feature of the house of W. P. Fuller & Co. Extensive branch houses have been established by the company in all the more important cities of the State. The latest branch opened is at Pasadena. Others are established at San Francisco, Sacramento, Oakland, Stockton, Portland, Seattle, Tacoma, Spokane and San Diego.

Immense capital is invested in the great enterprise, and instant success has always been attained in any community entered by the company by placing before the public everything and anything required by the contractor or builder for the completion and tasteful ornamentation of a structure of any type or value.

## F. ODEMAR &amp; CO.

Since the year 1888, or more than twenty-three years ago, the firm of F. Odemar & Company has been prominently identified with the progress of Los Angeles from a modest city to a splendid metropolis of nearly 375,000 people. Odemar & Co. are well-known cement contractors who have figured in the construction of many of the larger buildings erected in this and other cities. They have established an enviable reputation among property owners and contractors for good work and reliability in all business transactions.

F. Odemar and A. V. Homeyer are the individual members of the firm, both of whom came to Los Angeles from Austin, Tex. The feature of their business is the construction of reinforced concrete structures, concrete foundations, sidewalks, cellar floors and coping.

The company has offices in suite No. 603 in the Herman W. Hellman building, Fourth and Spring streets, where accurate estimates for all kinds of work in the line of cement building will be furnished on application.



## HUGHES MANUFACTURING & LUMBER COMPANY.

As an illustration of what has been accomplished in the line of the more important industrial enterprises of Los Angeles, attention is directed to the splendid plant and extensive business founded by the Hughes Manufacturing and Lumber Company at 1430 South Alameda street. It was in 1903 that the enterprise was incorporated under the laws of the State, and from the first, owing to the superior character of the work, produced and the wonderful energy of the management, the business has grown with steady strides, until now about 500 operatives are employed in the several departments.

The products of the big plant include the finest quality of finished woods, foreign and domestic, for general construction work in this and other cities of both Southern and Northern California. The highly polished products are used extensively in the adornment of banks, hotels, offices and residences, and other places where only the highest grade of workmanship is desired. A specialty of the company is providing all kinds of woodwork in special designs, cabinet work and hardwood.

No more complete wood-working establishment can be found in the West. The main building is 100x400 feet in extreme dimensions, and is well equipped with modern machinery, special devices and other facilities for meeting any demand on the part of contractors and property owners here or elsewhere. When required, accurate estimates are provided by the company for any kind of work.

The trade of the company is not confined to California. Traveling representatives go outside of the State, visiting sections of Mexico, New Mexico, Colorado and Utah. Many orders come in by mail. There are no idle days at this industrial plant. There is always something doing, mainly in finishing up large contracts in cabinet and other lines of work to make way for new work which is constantly coming in.

The officers of the company are Thomas Hughes, president; C. L. Flack, vice-president and business manager, and G. G. Hughes, general manager. All are prominent and influential in the business and social affairs of Los Angeles.

### BEN WHITE.

The name and personality of Ben White are so closely linked with the early history and the wonderful development of Los Angeles that whenever and wherever the past and future of the city come up for discussion, those who know at once speak of Mr. White as one of the men who has helped make the Angel City grow, not within the confines of the city's boundary, but also in the rural sections.

Ben White is not only one of the leading realty operators of the community, but he is also a farmer who directs the cultivation of tracts of land, one of which is a ranch of 133 acres near Corona.

Mr. White transacts a general real estate business with offices in the Bryson block. He negotiates deals in both city and country property, makes exchanges as desired by patrons, besides occupying a fiduciary relation with the public in the handling of properties for residents and non-residents. In all relations he has established an enviable reputation for thorough reliability and capability.

His success as a farmer he knows that others can reach, and he is strong in his recommendation for the purchase and intelligent development of the rich acres of Southern California. His personal knowledge of agricultural and horticultural conditions is of positive value to his clients, to whom he gives valuable pointers in the selection of groves and ranches, and to whom he imparts knowledge which aids them to attain early profits.

Mr. White is a native of the State of California. He was born January 18, 1870, in Campo Seco, Calaveras county, and for more than twenty-one years has been a resident of Los Angeles, foremost in doing things in the real estate line in the community. He has a wide acquaintance in the Eastern States, and transacts a large outside business, bringing hundreds of people to California through his approved methods in handling his enterprise. He is a member of many of the local organizations, including the Elks, Knights of Columbus, the Chamber of Commerce, Municipal League, Jonathan Club, Athletic Club, Knights of Maccabees and the Los Angeles Realty Board.

Mr. White is especially known for his geniality and his public spirit, being quick to see advantages for the expansion of the city, and contributing liberally to all movements which mean progress for Los Angeles and Southern California.

### BIESCAR BROS. (Inc.)

The Biescar Brothers (Inc.) Southern California Wire and Iron Works, at No. 324 East First street, established in 1885, commands a large and growing patronage in California, Nevada, Arizona and New Mexico. The company is a manufacturer of elevator cages and enclosures, Evers' improved steel channel folding gates, bank, office and counter railings, fire escapes, iron shutters, iron fencing and guards, pipe railings, trap doors, wire and iron gates, sidewalk grating, wire window guards, brass and iron grills, builders' wire and iron work, and varied ornamental novelties, besides mining screens in steel or bronze, light and heavy meshes, up to 150 inches. Catalogues are furnished on application.

Twenty employees are on the pay roll at the works. G. Biescar is the president, H. Biescar, vice-president, and J. Biescar, secretary.

The Biescar brothers are practical iron and wire-workers and have personal supervision over every department of the establishment. The building occupied is 33x120 feet, has two stories, and is equipped with modern facilities for producing speedily the best class of work.

### GESNER WILLIAMS.

Attorney Gesner Williams is one of the best known members of the Los Angeles Bar, and is associated with Judge Hutton in the general practice of law in all courts of the State of California, as well as in the Federal Courts. Mr. Williams has been a resident of Los Angeles since 1903. He is a native of Gainesville, Ala. He graduated from the University of Virginia, B. L., in 1892, and was at once admitted to general practice. He has held elective offices in Alabama and in California. He is active in practice with offices in rooms 33-39 in the Temple block. Attorney Williams is an Odd Fellow, a member of the Knights of Pythias order and also of the Order of Elks. Successful in law practice, he is popular with scores of business and personal friends.

## SHATTUCK & NIMMO WAREHOUSE CO.

One of the old established institutions of Los Angeles which has served the local and general public most acceptably is the Shattuck & Nimmo Warehouse Company, whose executive offices are at No. 109 East Sixth street, and warehouse office at the corner of Ninth and Alameda streets.

The president of the company is E. S. Shattuck; secretary, W. J. Nimmo; manager of warehouses, C. A. Nimmo. All are men of years of practical experience in the business and well and favorably known to the residents of this and other communities as reliable and responsible in all dealings with the people.

Before and since the incorporation of the company in 1900, the firm has been engaged exclusively in the warehouse business, devoting all energies and capital invested in giving the people at home and abroad the best service. So successful has been the enterprise that the business has grown steadily until now the company owns and manages a number of the best storage warehouses in Los Angeles.

The business of the company is general warehousing, draying and storage of household goods. The two commodious brick warehouses, three stories high, with elevator service for the careful handling of goods, with about seventy-five men employed, occupy a city block, and are models in every way, having separate compartments for different classes and grades of goods, and perfect equipment and sanitation.

The capacity of the company is unlimited. Splendid vans of different sizes and other vehicles comprise a part of the equipment. No contract is too large for the company to undertake and successfully fill.

Locally and abroad the company has established a reputation which is a most valuable asset. Goods are packed and shipped to any point in the country with absolute safety, and locally many of the best class of people patronize the company. Approved system, correct business methods and a determination to please patrons are features of the company.

### EGERER BROS.

The firm of Egerer Brothers, manufacturers of brooms, whisks and kindred supplies of the highest class for the use of the public, has been identified with the industrial interests of Los Angeles since 1900 with a finely equipped plant established at Nos. 333 to 335 East Fourth street. The territory covered by the firm is all of Southern California. There are sixteen employees on the pay roll. Considerable capital is represented in the equipment of the plant in the way of modern machinery and stock.

The Egerer Brothers were formerly foremen in the broom-making house of Harrison & Dickson, and while there acquired thorough knowledge of the business of which they have made a big success. They know the wants of the public, and they command the best class of trade. Among the products of Egerer Brothers are many specialties which find ready sale in the retail market. Two grades of fine brooms are among the leaders at this plant, products which are superior for quality and style of design. Have just finished an addition to building 40x40.

### GRANT JACKSON.

Before coming to Los Angeles in 1902, after having been admitted to the bar in 1891, Attorney Grant Jackson was a resident of Santa Barbara, where he first put up his shingle giving notice to the public that he was prepared to give legal advice and appear before judges and juries in the settlement of disputes at law. Mr. Jackson is a native son, as Petaluma, Sonoma county, California, is his native hearth. He is a lawyer of acknowledged ability, both as an advocate and counsellor, and transacts a large amount of business. His offices are in suite No. 916 in the Security building. He gives attention to the general practice of law. In politics he is a Republican, and is a member of the Union League Club and of the Native Sons of the Golden West.

### STATE MEDICAL CLINIC (Inc.)

The museum of the State Medical Clinic (Inc.) which has been established at No. 139 South Main street in the city of Los Angeles since 1898 and is open to the public all the year, is recognized as one of the most instructive and complete institutions of its character. It is visited by hundreds of people every day. The museum is educational. There is seen in models the effects of indiscreet living, every object shown pointing the way to purity and lengthened lives by obeying the laws of nature as described in the Bible and taught by men of science and wisdom.

The State Medical Clinic makes a specialty of the manufacture of wax and plaster models, chiefly of interesting anatomical nature designed to show the nature, symptoms and stages of numerous diseases and complaints to which flesh is heir. Any man may pass an hour with benefit by examining the many specimens on exhibition. Many of the leading practitioners of Los Angeles secure models from the State Medical Clinic, and patrons among the profession are located in all sections of the State and the Southwest, including Arizona, Nevada, New Mexico, Mexico, Idaho, Oregon and Wyoming.

It is a common sight to see scores of people passing in and out of the museum at all hours until late at night, and none enter without being impressed and benefited by the object lessons. Attendants in charge give to all full explanation and ample opportunity to become well informed without charge.

### ORTHOPEDIC SWEDISH INSTITUTE.

Dr. Peter Olson's original Swedish Orthopedic Institute, at 945 West Seventh street, is now entering upon its fifteenth year of activity here in Los Angeles where it has become one of the best-known institutions of its kind, producing services of the highest ethical standard. The Swedish institute management offers its best methods of treatment in all cases. The management also treat female diseases successfully without operations. Thure Brandt's world-famous method is used exclusively in Los Angeles by the faculty. Their methods of treatment in all diseases are strictly non-operative and drugless. A feature of the institute is the treatment of diseases of the heart, and rheumatic affections with the Naheim bath, Schott exercises, and original Swedish resistance movements. Hundreds of testimonials from eminent men of the medical profession, and many others, praising the results attained for the restoration of impaired health may be seen by calling at the office of the institute, 945 West Seventh street, opposite the Good Samaritan Hospital.

## HIPOLITO SCREEN AND SASH COMPANY

One of the most flourishing and progressive manufacturing industries of Los Angeles is the Hipolito Screen and Sash Company, Nos. 632-34 Maple avenue.

As the sole manufacturers and distributors of Hipolito Reversible windows and Hipolito Even Tension screens, the Hipolito Screen and Sash Company has applied the majority of the modern, up-to-date office buildings, institutions and residences with their products and their output has more than kept pace with the growth of the city.

Hipolito Reversible Windows are just what the name implies—a window that may be reversed and placed at any angle from the inside. They may also be washed from the inside, and this avoids the dangers and discomforts of window-cleaning in tall buildings. It minimizes drafts while permitting the freest circulation of air and in every respect is so superior to the ordinary window as to permit of no real comparison.

Hipolito Even Tension Screens are far superior to ordinary screens in design, material and construction, and by reason of their durability are real money-savers.

This company is also the sole manufacturer and distributor in Southern California of the Hipolito Self-Regulating Roller Screen and Reversible Window, a combination of roller screen and reversible window that is a marvel of perfect construction, operation and convenience.

Among the buildings equipped with these screens are the W. P. Story building, Los Angeles County Hospital, Hotel Alexandria, Security building, Citizens' National Bank building, Y.M.C.A. building, Kerkhoff building, Pacific Electric building, Lanker-shim Hotel, O. T. Johnson building, Union Trust building, California Club, Henry C. Huntington's residence, King Edward Hotel, Hamburger building, First United Presbyterian Church, Angelus Hotel, Angelus Hospital, Hollenbeck Home, Van Nuys Hotel, California Hospital, Hotel Green, Hotel Maryland, Howard Huntington residence, Wesley Clark residence, Hotel Raymond, Hotel Hollywood, Arthur Letts residence, Soldiers' Home, etc.

### CALIFORNIA MACARONI COMPANY.

Recognized generally as one of the most unique enterprises in the State of California, the California Macaroni Company of Los Angeles is in a class by itself, and commands and holds a vast trade in its high-class commodities which are so much desired by epicures in all sections of the Pacific Coast. The factory is established at Nos. 226-228 North Los Angeles street, where the management manufactures and prepares for the local and general trade.

The factory pays special attention to cleanliness, making a big feature of the fact that H. G. Mines, the president and manager, "spent \$5000 to be clean" before finally accepting the present quarters. The goods are made clean and kept so until reaching the customer. The factory is open to all visitors at all times. It has the most modern machinery and is the largest factory on the Pacific Coast devoted exclusively to making macaroni. The business has increased in the past three years from a daily output of 2000 pounds to over 6500 pounds. Since moving into its present quarters the company has added more machinery, so that now it can manufacture all varieties of macaroni paste in the same shapes as the imported goods.

### GARDEN CITY VAN AND STORAGE CO.

Ira Stevenson and Charles Flynn are the proprietors and managers of the well known Garden City Van and Storage Company, which is conveniently located at No. 310 West First street. The enterprise was established at the present location many years ago, and is one of the best known firms throughout the country for the proper handling of household merchandise and other goods, for home people and for non-residents.

The management and its employees are expert movers of pianos, furniture, household goods and freight generally, making shipments to any point in the East or to foreign countries, guaranteeing to all patrons ideal service. The moving of safes of any size or weight is a specialty. The firm has its own fire-proof warehouses for the storage of goods separately—with special attention given to proper sanitary conditions. The drivers and other men in the service of the company are known for their care and courtesy in serving the public.

### WOODWARD-BENNETT COMPANY.

The model plant of the Woodward-Bennett Company, located at the corner of Vernon avenue and the Santa Fe railway tracks, covers six acres, and represents an investment of a big sum. The Woodward-Bennett Company, which is a close corporation, is an extensive wholesale dealer in the best grades of fresh meats for the local and general market, making shipments to distant points to meet the demands of the trade.

The plant is thoroughly sanitary, and the abattoir and stockyards are of modern construction, and perfect in arrangement. All meats offered to the trade are thoroughly inspected. The business has expanded steadily since the enterprise was established and the number of patrons is constantly increasing under the management of the owners.

John A. Woodward is president of the company; George F. Woodward of Sonora, Mexico, vice-president, and E. J. Bennett, secretary. All members of the company are personally familiar with every detail of the business and always satisfy their patrons.

### SOUTHERN CALIFORNIA BOX COMPANY

The Southern California Box Company, whose extensive industrial plant is established at No. 1335 East Sixth street, with the best of railroad and shipping facilities installed, is one of the best-known manufacturing enterprises of the State, enjoying as it does a flourishing trade, extending north to Portland and Seattle, and south to Guaymas, Mexico, east to Salt Lake and El Paso.

This company makes a specialty of designing and manufacturing boxes, crates, trunks, grocers' drums and a great variety of wooden specialties. Modern machinery is installed in the plant and 100 operatives are constantly employed in making goods to fill orders. A vast amount of lumber is received at the harbor direct from the forests and mills for the corporation.

The officers of the company are: W. S. Boerster, president and manager; D. C. Peck, of Peck & Chase Company, vice-president, and G. W. Russell, secretary and treasurer. All are residents and successful business men of Los Angeles.



## NATIONAL ICE AND COLD STORAGE CO.

The splendid quality of the ice and the excellent service provided the public in the delivery of the products of the corporation has placed the National Ice and Cold Storage Company at the head of the list in its particular line of business in Los Angeles and wherever branch enterprises have been established by the company. Ample capital is at the command of the corporation, and men of years of experience comprise the official family, both in the directors and in the group of executive officials.

The gigantic plant of the company was established in Los Angeles many years ago, and is located on the corner of Center and Banning streets, the building occupying one block, with the best of transportation facilities afforded by the Santa Fe Railroad. The ice and cold storage business is conducted on a large scale, the company providing its patrons with the very best sanitary ice for both business and family uses, besides affording exceptional facilities for the storage of all classes of perishable goods, many of the leading wholesale produce men being customers of the company.

This company began business in the State of California in 1892, beginning in the cities of the North. The building in Los Angeles is a substantial brick structure of five stories, providing 700,000 cubic feet of floor space, and the improvement represents an outlay of \$200,000. All of the five stories and the basement are utilized for storage purposes alone. All of the latest devices and improvements have been installed for giving the best of service in the storage and preservation of perishable goods.

Three large Frick machines are operated by the company. Each has a capacity of 100 tons for the manufacture of ice for the general and local trade. Besides manufacturing ice of superior quality at the plant, the company makes a specialty of handling natural ice, which is secured in immense quantities from the Truckee River, known as one of the best sources of supply in the State of California. In the houses of the company at Floriston, Iceland and Polaris, the natural ice is stored every season, and when it is required it is promptly shipped to the various plants operated by the company.

Besides the plant in Los Angeles, the corporation has ice-making plants and cold-storage houses at San Francisco, Oakland, Sacramento, Stockton, San Jose, Fresno, Sonoma, Santa Rosa, Riverside, San Bernardino, Berkeley, Marysville, Red Bluff and other central points, where there are large marketable products to receive proper handling by a cold-storage house of known reputation for capability.

It is admitted that the various ice factories established by the National Ice and Cold Storage Company are indispensable to the comfort of the people. Since the plant was established in Los Angeles, the business has grown rapidly, keeping pace with the rapid expansion of the city in population. This increased business is a testimonial not only of the wise and courteous management of J. O. Cashin, the superintendent and his staff of assistants, but also speaks highly for the quality of the products and the satisfaction enjoyed by the business men in the market and elsewhere, who use the storage departments all through the year.

In the matter of the production of ice for the use of the public, the Los Angeles plant alone has an annual output of more than 50,000 tons, and the warehouses have a storage capacity for 10,000 tons. Immense quantities of the ice in the warehouses are drawn upon in the summer season for refrigerating purposes, to supply wholesale and retail dealers, for saloons, cafes, restaurants, for hotels and for the family use.

In keeping with the ice business, the cold storage feature of the enterprise has advanced steadily, drawing liberal patronage from among many of the leading produce firms who appreciate the excellent service and the reasonable terms.

The company has in its service about 300 men, and many delivery wagons, which are seen every day in all parts of the business and residential districts delivering the cooling blocks of ice to patrons. It is the intention of the company to run auto trucks entirely before long. Three large trucks have been purchased in the last year and they have worked out very satisfactorily. Several more have been ordered, and these will be used for the delivery of ice. It is also the purpose of the management to start some of these auto trucks on the routes supplying families in distant neighborhoods.

## DR. A. G. SCHLOESSER.

Dr. A. G. Schloesser, a licentiate of Illinois and for eighteen years a practitioner in medicine and surgery in the city of Chicago, has been a resident of Los Angeles for twelve years, and is recognized as one of the active pioneers in the building up of this great city and its charming suburbs. Most of his thought, time and investments have been devoted to beautifying and advancing the material interests of Hollywood.

For many years Dr. Schloesser maintained business and professional offices in a fine office building in Los Angeles, but when he concluded to retire from active practice he established himself at his magnificent home at No. 306 Argyle avenue. Before coming to Los Angeles Dr. Schloesser was engaged in profitable mining enterprises in Northern California.

Dr. Schloesser amassed a fortune in his profession and through wise investments and now has at his command ample means to carry forward his plans for the further development of Hollywood in the erection of magnificent hotels, modern apartments, attractive bungalows and replicas of imposing mansions which are to adorn the alluring foothill sections. These will give to the Hollywood region an atmosphere of the most charming of the old European homes, which are enriched and adorned by elaborate landscape gardens, terraces, rugged nooks, sunken effects, rest places, home parks and captivating elevations which command a sweeping view of the mountains, the sunlit valleys and the Pacific Ocean.

Fully appreciating the favored location of Hollywood he early formulated his plan for results which show effectively more and more every year. His big castle home is one of the most attractive show places of the famous suburb, and now arrangements have been completed for the immediate erection of a foothill hotel which will be matchless in its beauty of construction and adornment, and will include all the conveniences of the best hotels of the East. It will be a hotel which will have the features of the Waldorf-Astoria, with the additional charm of a setting in the sunniest part of California, convenient to electric cars and ideal auto boulevards to Los Angeles. Dr. Schloesser is well-known as a man of original ideas

## HOME TELEPHONE &amp; TELEGRAPH CO.

The progress of a town, both in size and in character of development, is undeniably best measured by the development of such of its institutions as give the city its opportunities for doing business, and for enlarging the social circles to the best advantage. Along these lines Los Angeles has undoubtedly grown even faster than its unprecedented growth of population would indicate.

The growth of the Home Telephone system of Los Angeles has been phenomenal during the past year. New exchange stations, new lines of poles and wires and new conduit extensions reach out in every direction from the company's central building on South Olive street, just south of Seventh street, until there is a network of millions of wires connecting thousands of stations, not only in Los Angeles but all over Southern California.

A great deal of this extraordinary growth is directly due to the preference of the general public for this company's automatic equipment. Los Angeles is to a very great extent the mecca of those who are tired and weary of a life full of petty annoyances. These people welcome any such mechanism as that of the Home Telephone Company, which positively and



SUBSTATION ON SOUTH GRAND AVENUE.

definitely does away with all the interruptions, delays, errors and annoyances usually due to the old-fashioned manual system of telephone exchanges with its hello girls. There is an independence, a freedom from interruption, a reliability, and a directness, about the Home Telephone Company's automatic service that these people take advantage of with pleasure. The business men too, delight in the saving of time, worry and trouble incident to the introduction of this automatic telephone service.

There are today in Los Angeles 44,000 home telephones in operation. This means a growth of an average of 5000 telephones per year for the past eight years. It means that Los Angeles has more telephone calls being handled over the automatic system than are handled in other cities of the same population.

The long distance service of the Home Telephone Company today reaches even the smallest hamlet of Southern California, and is so rapidly spreading at its northern center at San Francisco that the whole State promises before long to be within easy reach of every home and desk, and every house and office in Los Angeles.

The growth of the company's business is directly due to the simplicity and reliability of its equipment, mechanical from beginning to end. The time required to call a number has been reduced to four seconds, with such a very small percentage of possible error that the so-called trouble department is anything but a busy department in the busy headquarters where all these millions of wires center.

The company has always had and will always have the people's best interests at heart and to this end it spares no time, pains or money to reach the acme of perfection in efficient service.

The Home Telephone Company was established in Los Angeles in 1902, and was then known as the Independent Telephone and Telegraph Company. It started with a 10,000 manual switchboard. The instant popularity of the company and the tremendous growth of Los Angeles, soon proved that quarters were inadequate to properly care for all the clients of the new 'phone company. Improvements and enlargements were figured on, and this resulted in the automatic system being installed. Ever since this system has been in use and so successful and satisfactory has it proven itself to be in every possible way, the judgment and foresight of the directors have been acknowledged.

So efficient has this service proved itself to be, that Los Angeles has come to be known far and near, and to be the subject of numerous articles in newspapers and magazines in regard to the perfection and convenience of its telephone service.

No person of discernment and judgment can deny the fact that automatic service is rapidly taking the place of the old manual system in many cities. It is popular and successful because it connects party with party directly, and simply, without long waits and trying interruptions. Another advantage claimed for it is the absolute secrecy and confidence with which conversations may be carried on over its wires. Under the old system any number of eavesdroppers were at liberty to listen to your personal, private or business affairs. With the automatic device this is impossible, and you can talk with the same freedom and ease as though you were in your private office or library at home.

Another thing which has endeared the Home Telephone Company to its many clients, is the fact that, under the direction of its president, A. B. Cass, all supplies that can be bought in the city, Southern California, or in the State, are purchased. This means that money so expended remains right here at home, where it will revert back to the city and do it the most good.

The fact that the Home Telephone has grown and is growing at such an amazing rate, is proof of the fact that it is the chief factor in the conducting of the tremendous amount of daily business carried on in one of the most talked about, one of the most prominent, and, in fact, the fastest growing city in the United States today.

## SUGAR IN AMERICA.

One hundred years ago in 1811, the foresight of Napoleon set a nation planning to produce from beet all the sugar they could consume in that country. It is a matter of history that they were successful.

Note the difference in this country, which under proper encouragement might produce enough beet sugar to supply the world.

## THE LOW PRICE OF SUGAR.

Until recently sugar in this country has been the lowest priced food commodity of equal sustaining power. Even now, beans, for instance, cost more than sugar, pound for pound dry weight, when placed upon the table.

The high cost of living is no myth, but sugar is responsible for no part of it. For the following four articles, which have advanced steadily in the last fourteen years, each of them would buy much more sugar in 1910 than in 1896, as shown below:

	In 1896.	In 1910
10 bushels corn would buy sugar	59 lbs.	131 lbs.
10 bushels wheat would buy sugar	132 lbs.	249 lbs.
20 bushels oats would buy sugar	80 lbs.	188 lbs.
20 bushels rye would buy sugar	152 lbs.	330 lbs.

## THE COST OF SUGAR.

The sugar bills of the American people amount to \$350,000,000 a year or more than \$1,000,000 per day for each working day in the year.

It is well known that the source of sugar production in this part of our country is entirely from beet. If the crop was increased to 1,500,000 tons from the present 800,000 tons there would not be the least necessity for going abroad for sugar.

## HUGE PROPORTIONS.

The huge proportions of the industry of the production of sugar from sugar beets is of vital interest to the people of Southern California, where there are six large plants in active operation which represents an investment of \$5,000,000 or \$6,000,000 representing as capacity they will grind next year more than 700,000 tons of beets and make more than 220,000,000 pounds of sugar worth at present prices about \$12,000,000.

To produce the beets for this the farmers will have more than \$30,000,000 invested in land and equipment. Orange county boasts of having four beet sugar factories already in operation and another now building.

## LOS ALAMITOS FACTORY.

In 1896 when business all over the country was stagnated and few new enterprises were projected J. Ros Clark, with business foresight, recognized the possibilities and interested his brother, William A. Clark, in the Los Alamitos factory project. An up-to-date sugar plant was built and put in operation the next season and 6,000,000 pounds of sugar were produced from less than 3000 acres. By the use of the best agricultural methods coupled with the most improved machinery a record for the past year shows 27,700,000 pounds of sugar from 95,000 net tons of beets produced from 10,000 acres of ground.

## BIG OUTLAY.

But the farmers say it takes a big outlay to raise beets and some of them now hesitate and wonder what President Taft and Congress are going to do about the tariff. Are they going to let the trust and other New York interests throttle the beet sugar industry by letting in raw tropical sugar free from Cuba as well as from the Philippines? If they do the farmers say the factories couldn't pay even a dollar a ton for beets. They say they would have to raise something else while the factories would be compelled to close down because they are paying more for the sugar in a ton weight now, than in any other place in the world.

## PREFERENTIAL TARIFF REDUCTION.

Already the 20 per cent. preferential tariff reduction to Cuba has resulted in making Cuba the greatest sugar producing country in the world with the United States as almost her exclusive market. Meantime the Cuban and Philippine menace which still looms black on the horizon has retarded the investment in the United States of capital which would have built eight or six new factories at the time only six materialized.

Sugar is one of the few commodities which has become cheaper as the years have rolled by. In 1912 the wholesale price was 10.7 cents per pound, in 1910 it was 8.81 cents per pound, in 1890 6.27 cents, in 1880 it fell as low as 5.32 cents, while in 1910 it went down to 4.97 cents a pound.

## FREE TRADE.

And now comes the demand for free trade in sugar and from whom? Not from the consumers themselves but from the raw sugar importers, who would deluge the dear people into thinking that when the beet sugar industry was throttled down they would get their sugar for less.

## EXPORTING OF SUGAR.

Cuba can be shown that the United States can produce all the sugar it can use and then have some for export, if only a fraction of the good beet land is utilized which Secretary of Agriculture James Wilson says stretches clear across this continent.

## IMPORTERS WANT TARIFF OFF.

Importers of raw sugar all want the tariff taken off on raws (not on refined) their only interest, operating as one buyer, being to widen the margin they maintain between raw and refined sugar.

This country does not need to go to the tropics for the \$100,000,000 worth of sugar now imported in a raw state for the finished product can be placed on the table of the people without the aid of the seaboard refineries which employ only a handful of men as compared with the vast army of field and factory laborers who would produce beet sugar.

## COOPER, COATE &amp; CASEY DRY GOODS COMPANY.

In keeping with the growth of Los Angeles as a great distributing point, the firm of Cooper, Coate & Casey Dry Goods Company has arranged during the past month for a new building to be erected at the corner of Seventh and Los Angeles streets.

In this new building they will occupy the largest floor space of any jobbing dry goods house on the Coast, and will greatly increase their variety of lines, which is warranted by the increased population tributary to this market. Every modern convenience has been installed to facilitate the handling of merchandise, thereby insuring prompt deliveries.

In the short space of time since embarking in business this firm has forged ahead until today they are the largest distributors of dry goods and notions on the Coast. The corporation has a strong organization as follows:

M. G. Cooper, president; H. R. Coate, first vice-president; Edward Casey, second vice-president; J. B. Jordan, treasurer; M. C. Ibers, secretary; W. B. Ibers, manager and buyer of knit goods, blankets and comforts; A. Price, manager and buyer of white goods, linens and linens; H. G. Weisbrod, manager of dry goods and staple goods; W. J. Russell, manager of dress goods; M. C. Marsh, Jr., traffic manager.



JOHN P. KREMPPEL, ARCHITECT.

The subject of this sketch, who was reared in the atmosphere of art in the old country, and is a graduate of the Technical High School of Berlin, Germany, has been a resident of Los Angeles since 1887, and has figured prominently in designing many of the finer buildings erected in this and other cities on the Coast. Mr. Krempel is an architect of State-wide reputation, having served and is at present serving for ten years on the State boards of architecture under appointment of several Governors of the State. Through every administration he has freely given California the full benefit of his knowledge in his profession.

Among the architects of the State none are better known as to technical knowledge, and few have better information of the various styles of architecture prevailing in this and other countries, while he possesses full knowledge of variety and value of different materials used in construction work. He is a practical builder himself, and in making estimates of the cost of improvements he is well equipped in presenting accurate details.

Architect Krempel designed and superintended the construction of the old Times-Mirror printing and newspaper building which was destroyed by dynamite in October, 1910, and he also built the annex destroyed at the same time. He has drawn the plans for the new newspaper office building for the Times in the course of erection at First street and Broadway. It will be one of the most substantial structures in the State, with double basement and of steel and reinforced concrete construction.

Mr. Krempel designed the home of Gen. H. G. Clark, known as "The Blivouac," and many other private residences including that of Joseph Maier at the corner of Figueroa and Sixteenth streets, and the Hartman apartment house at the corner of Washington and Oak streets. He drew the plans for the big sugar factory at Oxnard in Ventura county and has made a specialty of designing large warehouses which are multiplying in Los Angeles and other Coast cities to take care of commodities that will be brought to California in the big ships through the Panama Canal.

Architect Krempel is a member and ex-president of the chapter of the American Institute of Architects, identified with a number of fraternal societies, and has always been an earnest worker in every praiseworthy enterprise which has for its purpose the advancement of Los Angeles.

MORGAN, WALLS & MORGAN.

It is fitting that this anniversary number should mention the pioneer architectural firm of Los Angeles, Morgan, Walls & Morgan, who have from their long practice contributed largely to the upbuilding of the city.

Octavius Morgan, the senior partner of the firm, commenced practice in Los Angeles in 1876. Ten years later John A. Walls became a member of the firm, and in January 1910 O. W. Morgan entered to office as a member of the firm.

Messrs. Morgan, Walls & Morgan belong to the old school of architects, yet have kept up-to-date in everything that applies to their profession. The youngest member of the firm, it goes well to say, has been trained on the most modern lines of architecture and engineering. They have built up an enviable reputation as designers and constructors of common-sense, substantial buildings. Their practice has been varied—from the medium residence to the most complete and expensive office buildings. They have made a specialty of warehouses, both reinforced concrete and other, loft buildings, office buildings, and commercial structures generally, especially of late years. Many of the churches, schools and hospitals of the earlier days were the design and fruit of their firm.

The firm has the unique honor and privilege of a building of thirty-five years standing, having continuously worked for these clients during this period.

Their later works in reinforced concrete warehouse construction are Bishop & Company's building, Alameda and Eighth streets; the W. H. Perry building, Second and Los Angeles streets; and the Haas building, Second and Alameda streets. Among the later commercial buildings designed by them are the Farmers and Merchants' National Bank, I. W. Hellmuth office building, W. G. Kerckhoff office building, and W. P. Story office building, the I. N. Van Nuys office building.

They have thoroughly kept pace with the growth of the city in the class and number of buildings designed and built by them, and without doubt their future will be as successful as their past.

BRADNER W. LEE.

Born in Livingston county, New York, in 1850, resident of Los Angeles since 1879, and one of the most prominent members of the local Bar Association, Attorney Bradner W. Lee is one of the best-known of the successful attorneys on the Pacific Coast. He was first admitted to the bar at Washington, D. C., by the Supreme Court of the District of Columbia, and before coming to California was a prominent figure in the legal affairs of the State of Mississippi.

Extremely successful both as an advocate and counsellor, Mr. Lee stands high in the estimation of bar and people as a lawyer of special ability and merit. He has declined appointment as Superior Court judge, preferring to devote his attention to his extensive practice. For fifteen years he was chairman of the Republican County Central Committee and has been close in the councils of his party in State and nation.

He is identified with numerous fraternal and social organizations, takes a live interest in every movement tending to the interest of Los Angeles and the State, and has hosts of business and professional friends who look to him for his many sterling qualities.

WILL D. GOULD.

Will D. Gould, general practitioner in all courts of the State and also in the Federal courts, is a veteran member of the Los Angeles bar. He became identified with the interests of the city in February, 1872, and which month and year he has always had his office in rooms 82 to 85 in the Temple block, and has his residence at No. 1553 Baxter street.

Mr. Gould is a native of Vermont. He graduated from the University of Michigan, LL.B., class of 1871, and was admitted to the bar of Michigan in the same year. He was also admitted in the State of California, in all the courts of California and in the Supreme Court of the United States.

Mr. Gould is recognized as one of the best posted lawyers in California, with a long-established reputation as a wise counsellor and successful advocate. He maintains a large office and general practice, and is consulted in all cases entrusted to him. Mr. Gould is a member of the Masonic and Knights of Pythias fraternities and has numerous professional, business and personal friends.

WILBUR D. COOK, JR.

Wilbur David Cook, Jr., with an office at 601 Wright & Callender Building, the only resident fellow of the American Society of Landscape Architects engaged in active practice on the Pacific Coast, has been identified with Los Angeles since 1906, and is well known as one of the most resourceful and capable landscape architects in his line in the West.

He gained a basic knowledge of his art in Boston, Mass., in 1892, entering the office of F. L. Olmsted and Company in time to take part in the preparation of plans for the Chicago World's Fair, and assisted in the preparation of plans for metropolitan Boston at the time Charles W. Eliot was junior partner of the Olmsted-firm. He aided in the remodeling of Jackson Park after the exposition, and assisted in the improvement plans for the city of Washington, the White House grounds, the National Zoological Gardens, and for West Point, also taking part in the preparation of plans for the development of the Biltmore estate of George W. Vanderbilt. He came to Oakland in 1905 just before the fire, and opened an office there. He planned the railroad townsite of Roseville, Cal., which has since been entirely sold out, and made a number of plans for parks and playgrounds for the city of Oakland.

In Los Angeles, Mr. Cook has been employed by the Rodeo Land and Water Company in the preparation of plans for Beverly Hills, and designed a subdivision of 2500 acres at Exhall Lake, Dallas, Tex., prepared plans for the government for the Evaporation Experiment Station at Salton Sea; was consulting landscape architect for the Board of Park Commissioners and the Board of Education for the city of San Diego; prepared plans for National City park, Plaza at Oxnard, Sylvan Park and Lugonia Square at Redlands, and was commissioned by the Los Angeles Park Board to prepare plans for Exposition Park. Mr. Cook is a member of the Chamber of Commerce; is acting on the Park and Boulevard Committee for the Chamber; is a member of the Engineers' and Architects' Association, the Los Angeles Architectural Club, and the American Society of Landscape Architects.

NORMAN F. MARSH.

Architect Norman F. Marsh, who came to Los Angeles in 1900, has become best known in this city and throughout the Pacific Coast region as the designer and builder of universities, Polytechnic High Schools, grammar schools, hospitals, besides some of the higher class ornamental structures, many of which may be seen at Venice of America.

Mr. Marsh's work is not confined exclusively to the class of buildings mentioned, but owing to appreciation of his art and skill in this special line, most of his time and that of many assistant draughtsmen is devoted to planning school and university buildings for numerous patrons. Large offices are maintained in suite 212 in the Broadway Central building.

This architect specializes in schools and churches. Among the more important buildings he has designed are the following: University of Redlands at Redlands; Hollywood Polytechnic High School, Los Angeles; Polytechnic High School at Pasadena; Boys' High School at Riverside; Columbia Hospital, Los Angeles; First M. E. Church at Oakland; First M. E. Church at Long Beach; First Baptist Church at Pomona; Polytechnic High School at Phoenix, Ariz.; Fullerton Union High School at Fullerton; many of principal buildings at Venice.

The capacity of Mr. Marsh and his force for work in any branch of the architectural business is unlimited and the judgment of the prosperous designer is never at fault in the placing of any structure on property to the best advantage.

In providing estimates Architect Marsh takes every feature of a building into consideration. His varied experience enables him to present on paper just what sum will be required in completing a building with no extras to cause worry at the finish.

WEYMOUTH CROWELL, CONTRACTOR.

Weymouth Crowell, the widely-known contractor and builder who has been identified prominently with the expansion of Los Angeles and the suburban towns and cities for nearly twenty-five years, occupies offices in suite 1102, in the Story building.

Mr. Crowell has been a leader in his line and many fine structures are monuments to his ability as a builder. Among the structures he has erected are the Hotel Maryland, at Pasadena, and in Los Angeles, the Grant building, the Angelus Hotel, the splendid Temple Auditorium, the Story building, the Consolidated Realty building, and the new Athletic Club building, which is now nearly finished.

Mr. Crowell is now engaged in the general work on the sugar plant of the Santa Ana Co-operative Sugar Company, which is erecting a 750-ton plant at Dyer, on the line of the Southern Pacific, about four miles from Santa Ana. He is also the general contractor for the I. N. Van Nuys building, an eleven-story structure now being erected at the corner of Seventh and Spring streets.

GRANT BROTHERS CONSTRUCTION CO.

In the rapid development of the Pacific Coast region within the past twenty-five years no other company has figured more prominently and has fulfilled all of its extensive contracts more acceptably than has the well-known Grant Brothers Construction Company, with offices at rooms 619-621 Security building, Los Angeles.

Established in 1885 the company began at once to compete with other corporations in extensive railroad and other construction enterprises then and since under way, and the management has been kept constantly busy in planning and working for the public with the result that the corporation has established a most enviable reputation for efficiency, reliability and promptness in filling contracts.

In the building of railroads and general construction work, conducted on a large scale, the company possesses the most desirable facilities, with a competent corps of engineers and men employed the year round to meet any condition which may arise. Often the Grant Brothers have many large undertakings under way which indicates the capacity of the experienced management. They have not only aided largely in the development of the railroad and other enterprises in the State of California and elsewhere in the West, but as evidence of their faith in the great future of Los Angeles, they and their associates have invested heavily in this city and vicinity and are owners of much valuable property.

The president of the company is J. R. Grant; vice-president, J. A. Cashion; secretary, J. A. Burton; assistant secretary, D. G. Grant; treasurer, R. R. Rogers. All of these men are closely identified with the business and social life of the community and have many business and personal friends.

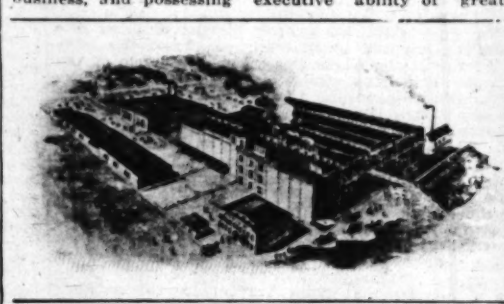
HUNSAKER AND BRITT.

The firm consists of William J. Hunsaker and E. W. Britt, who have been associated as partners in the practice of the law, with a brief interruption, for over twenty years. The firm has its offices in the Citizens' National Bank building, and is engaged in the general practice of the law.

PACIFIC COAST BEEF AND PROVISION COMPANY.

In the month of March, 1911, the Pacific Coast Beef and Provision Company acquired ownership and control of the old Simon Maier Packing Company plant at No. 1000 Lyon street. This was one of the largest and most valued industrial enterprises on the Pacific Coast and was established in 1879.

The local representative of the Pacific Coast Beef and Provision Company is C. W. Patton, general manager and superintendent, who is one of the most affable of men, with years of experience in the provision business, and possessing executive ability of great merit, which especially qualifies him for the successful management of the extensive business of the big corporation he represents.



The plant has been considerably enlarged since the transfer of the business, with especial reference to the building of concrete feeding pens and the installation of the modern machinery and other facilities for the more satisfactory conduct of the enterprise. With ample capital at its command, and with special advantages enjoyed in securing the best of live stock for the local market in the rich producing sections adjacent to Los Angeles, the company has made rapid strides in acquiring a great volume of regular business from the jobbers and retailers in this and other communities.

The trade of the company extends to all sections of Southern California, and into new territory, into Nevada, Arizona and New Mexico. The local service is unsurpassed as the very best conveniences for prompt delivery have been installed. Herewith is shown a picture of the big plant on Lyon street, just off Macy street. It is easily accessible by street car. It is one of the most complete packing-houses in the Southwest. An important feature is that it is perfectly sanitary throughout, all meats and other products being prepared with special care and thoroughly inspected before removed by government representatives, who act under the Pure Food Law. Products of the Pacific Coast Beef and Provision Company may be obtained at the best markets in the city.

General Manager Patton invites the public to visit the plant at any time. Courteous representatives of the company will be in attendance to show visitors all departments of the industry that they may know from personal observation that ample provision has been made for cleanliness in handling products for the consumption of the people.

TROY LAUNDRY.

Perfect work is the motto of the Troy Steam Laundry, which is located at the corner of Fourteenth and Main streets, where more than 200 people are constantly employed. The building is owned and operated by the company, the business having been established in 1889.

It is not only one of the largest and most sanitary companies in Southern California, but it was one of the first plants of its character on the Coast to be fully equipped with electric power. It took advantage of everything in the way of modern machinery for laundry working which would add to the perfection of the service for the public.

The business is looked after by the owners of the enterprise. Troy methods have met with the warm approval of patrons. This is shown by the constantly growing business. The loyalty and efficiency of the employees is a feature, which in a large measure, makes the enterprise a success. Machinery and handwork in the handling of all kinds of garments, with no injury in any manner, win patrons. Only pure, soft water is used in the laundry. Prompt deliveries are made in any section of the city.

NEW METHOD LAUNDRY.

The New Method Laundry Company's progress since 1901 has been remarkable. It has kept pace with the expansion of Los Angeles in its growth in population. This favorite laundry, which is now one of the largest in the State of California, is established at Nos. 401 and 411 East Sixth street, and at Nos. 552-562 San Julian street, with an uptown office at No. 209 West Fourth street.

Starting in a small way the business has increased in volume until the building occupied had to be enlarged three times. It is now 128x178 feet, and is a three-story reinforced concrete structure, absolutely fireproof and thoroughly sanitary. Soft water is the only water used in cleaning garments. Over \$20,000 is invested in the water feature of the great plant, where hundreds of experienced people are employed.

The company caters to the most fastidious. There are 266 employees and the most modern facilities are installed. A reinforced concrete stable is provided for the horses and thirty-two wagons are constantly in service.

The public is cordially invited to visit the New Method Laundry at any time and note the perfection of the plant and cleanliness everywhere apparent.

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## SANGER'S WONDERFUL OFFERINGS.

Since the discovery that the citrus industry will flourish in the foothill section of the San Joaquin Valley as well as in any other portion of California, Sanger has assumed an added importance for wherever the orange grows to perfection, there the extreme limit of agricultural returns are secured.

Long before the discovery of the foothill citrus district to the east and north of Sanger the deciduous and grain industries had made many fortunes for the earlier settlers who made their homes in the district and the lands to the south and west of the city were known all over the San Joaquin Valley as the natural home of the peach and raisin.

As the city is located, exactly on the dividing line between the red and black orange lands of the foothills and the sandy loams and white ash lands of the valley, one can have choice of deciduous or citrus farming. Flowing within a mile of the town on the east is the Kings River from which water to irrigate the thousands of acres under cultivation is taken by canals. Along both sides of these is an area from one to three miles wide of sediment loam which produces alfalfa to perfection. It is also rapidly becoming a good dairy district.

For the last three years fresh table fruits in carload lots have been shipped from Sanger to eastern markets every month in the year.

In the year 1909 this was done by one producer alone. These shipments embrace oranges from October to June, lemons from November to August, apricots and peaches in May, apricots, peaches and plums in June, peaches, plums, table grapes, pears, and other deciduous fruits from July to December. Emperor grapes from the vineyards in the Sanger thermal belt were shipped last year so late that they arrived in the eastern markets the week before Christmas. They have yielded as high as \$1000 per acre net although the average net returns are from \$250 to \$350 per acre.

Water for irrigation is a never-failing quantity and whenever water is in the river the territory surrounding the town is the first supplied and the cost per acre runs from 50 cents to \$1 per acre per year. Water can also be secured so close to the surface (from fifteen to thirty-five feet) that with cheap oil fuel from the oil fields within the county, water can be pumped for little actual cost.

The climate of the foothill section in which Sanger is located is ideal. There are few hot days in summer. The nights are always cool even in the hottest season of the year, for at sun-down there is usually a brisk breeze from the northwest.

In the winter killing frosts are unknown, and in forty years that the orange trees on the Hazelton and Akers ranches have borne there never has been an orange frozen although generally they have been left upon the trees until late spring. In this thermal belt east of Sanger Emperor grapes have been left upon the vines until Christmas and then picked with no damage from frost. Good lands undeveloped are selling at from \$100 per acre up, and occasionally at a lower price. These prices include water rights. In developed farms prices run much higher, being as high as \$500 per acre, but even at this price there are many instances in which the first two crops were deducted.

The city of Sanger is an incorporated town containing about 2000 people. There are ten churches, nearly all the principal fraternal orders and stores, shops and packing-houses to keep the people employed throughout the year. As an evidence of the substantial prospects of the town for the future there have been upward of sixty residences built within the past year, although no sign of a boom has manifested itself in the district upon which the town is dependent. Wages for employees in the packing-houses are determined upon a piece work basis and many of the girls earn from \$2.50 to \$3.50 per day.

A grammar school employing nine teachers prepares the way to the High School in which five teachers are employed. As soon as the new High School is built, for which \$60,000 has been provided, another teacher and an agricultural department will be added. Throughout the section at intervals of from two to four miles are located country school districts with one or two teachers.

Opportunities for recreation as well as the attractions offered for those looking for a place to spend a vacation are many. In Kings River, are many varieties of game fish, among them trout and bass, while for the hunter, deer and bear are numerous in the mountains just east of the foothills close to the town.

But for the real vacationist, Kings River Canyon, to which Sanger is the gateway town, is the ideal spot. Its scenic beauties vie with the Alps. So magnificent is it in its immensity that description seems weak. Trees so large that a stagecoach can be driven through one of them standing erect, are to be found in this forest, where none of the trees are less than a hundred feet in height. Waterfalls, gorges, and mighty peaks, meadows and streams greet the searcher for rest or adventure.

A State road through Gen. Grant park will be completed in another year. Fresno county is now building roads of easy grade into this park upon which an automobile can easily make the trip to the point where "packing back" is done by horses and mules if one cares to penetrate the canyon.

To the family coming to Sanger to make its home the people of Sanger extend a royal welcome. So true is this greeting that the hospitality of Sanger is one of its strong features. Those looking for a clean town, morally and socially, where their children can be brought up with a minimum of danger from evil influences, will find Sanger a place where they can have these things and make money, too.

Among the institutions of the town that is wide awake to the interests of the community as a whole is a Chamber of Commerce, which gladly furnishes the inquirer with information regarding any industry.

## ALTA PLANING MILL COMPANY.

One of the old-established industrial enterprises of Los Angeles is the Alta Planing Mill Company, located at No. 830 McGarry street. This firm is a general contractor for reinforced-concrete, brick and mill constructed office buildings, warehouses and store buildings of the larger and finer class, a builder of fine residences, a dealer in sash and doors, plate, wire windows and fancy glasses and mirrors, and a manufacturer of fine cabinet and mill work for offices, banks, residences, etc.

The mill was started by W. S. Arnold, father of R. H. Arnold, in 1886, and was incorporated in 1895. R. H. Arnold is the president and secretary and Ralph E. Homann is vice-president and treasurer. The improved structures at the plant cover four acres including the yards.

An average of 500 men are employed, including nine local and traveling representatives. Residences costing over \$10,000 are built, and all kinds of building materials are furnished.

## LOS ANGELES MIDWAY OIL COMPANY.

The Los Angeles Midway Oil Company, with offices in the I. W. Hellman building, suite 321, is engaged in the production of oil, and is capitalized for \$2,500,000. The officers of the company are: President, J. G. Lybarger; vice-president, Lee W. Butler; secretary, Emmette E. Nott; treasurer, G. H. Sherwood; additional director, John E. Bigelow.

The company's estate consists of three eighty-acre leases, making a total of 240 acres, with perpetual pumping rights. One eighty-acre tract is situated in the Midway field, being known as the northeast quarter and the southwest quarter of the northwest quarter of section 6, 31-23, the same section on which the big wells of the United are located. Also a lease with perpetual pumping right on eighty acres situated in the celebrated Maricopa field, being the north one-half of the southwest quarter of section 32, 12-24; also the eighty acres adjoining, being the east half of the northwest quarter of the same section.

All of the Los Angeles Midway's holdings are in developed territory, there being producing wells on all sides and new ones coming in every few days. Some of the recent wells brought in are the Newman-Morris on section 26, 30-22, about two miles northwest of the section 6 lease, the Associated well on section 26, 30-23, and the Bear Creek on section 14, 31-23. In the Maricopa field an excellent well has been brought in on section 35, half a mile northwest of the company's lease on 32, 12-24. These wells are all coming in at a depth of from 700 to 1000 feet.

The Los Angeles on section 32, 12-24, Maricopa field, is now in the second sand at 1510 feet and is putting in the 7-5-8-inch casing preparatory to bringing in the well. As soon as this well is finished the company contemplates putting up three more rigs on its property.

The affairs of the company have been conducted in a business-like way, and the investors have been given every facility to make a thorough investigation before putting their money in the enterprise. The Los Angeles Midway properties are located in the very best sections of the Midway and Maricopa fields of California, which are noted for the richness of the oil sand and the size of the flowing wells. The company has every prospect of securing a good production.

## YALE SCHOOL.

This popular educational institution which is located at No. 205-209 North Union avenue, with T. G. Adams, B.A., head master in charge, is an English and classical boarding and day school for young men and boys. It is ten years old. It is a home school, where the boy is shielded, guided, loved and inspired, and where the education of the young is regarded as a sacred trust. It is a boy's domain, where the boy is developed mentally and physically.

All branches are taught, there being both a grammar and High School department. Surroundings are of the best, and highly approved by parents. Football, baseball and track athletics are conducted by the head master, who was a former player on Yale athletic teams. He enjoys a wide reputation for efficiency and for inspiring enthusiasm and many principles in his contented pupils. Both French and Spanish are taught and also all commercial branches. The management has lately introduced a course in manual training. Home rules are enforced. A summer camp has been established at Newport Bay.

For terms and other information write or call upon Mr. Adams. The best of references from parents in Los Angeles and elsewhere will be provided those who may desire full evidence of the excellent character of the school. Telephone Wilshire 2436.

## B. V. COLLINS.

Illustrative of the high class of workmanship on the part of B. V. Collins, marble dealer and contractor, special attention is directed to the splendid effects produced in the ornamentation of the new Los Angeles Trust and Savings Bank building, at Sixth and Spring streets, a contract involving the expenditure of \$100,000. All of the marble interior work was done by Mr. Collins, and it is pronounced one of the finest jobs of its character ever completed in Southern California.

Mr. Collins came to Los Angeles from Seattle in 1895, and since his arrival has been a leader in his line. His place of business is at No. 928 South Main street. He is a general dealer in the finest of marble, tile, scagliola and building materials generally.

Scagliola columns provided by Mr. Collins may be seen at the Virginia Hotel, Long Beach, and in Montgomery Brothers jewelry establishment on Broadway. He has placed \$50,000 worth of tile and marble in the new home of H. E. Huntington, also in the I. W. Hellman building, and in a ten-story office building erected at Salt Lake.

## SANITARY GOLD SEAL DAIRY.

In 1910 the Sanitary Gold Seal Dairy seeing the necessity of pure clean milk and the thousands of intellectual people who would appreciate it, started with twelve cows to produce and supply an article of superior quality and cleanliness; while they had many trials and tribulations known only to the dairy world, still they kept their motto ever before them: "Purity, Cleanliness and Quality," and today they are supplying milk from forty farms and 700 cows. The largest of the farms is known as the "Rancho Del Rio" situated at El Monte, Cal.

This ranch consists of 155 acres all in alfalfa and walnuts. The cows were purchased in Wisconsin, all healthy, young and tuberculin tested. The dairy barn is modern in every respect with plenty of shade and running water. The cows are groomed and washed before each milking, and the milk immediately cooled before being shipped to their plant in Los Angeles.

Here the milk is scientifically heated to 144 degrees Fahr. (which is 6 degrees below the scalding point.) It is then retained at this temperature 20 minutes, which kills all bacteria which may have come in contact with the milk. Milk treated in this way is very palatable, and as the food value is unimpaired, those using it for a time prefer it to raw milk.

The system of bottle sterilization of the Sanitary Gold Seal Dairy is original and unequalled, and the bacteria count at the Los Angeles Health Office shows it to be superior to any other system employed in Los Angeles. For every bottle of milk the customer receives it requires three additional bottles to make the circuit of service. For instance a customer receives one, exchanges an empty one and one at dairy being washed and then placed in the steamer for a twelve hours roasting. This system insures the customer a clean bacteria-proof wholesome bottle, while many other dairies steam for a few moments only, then cool with water (loaded with all kinds of bacteria) until cool enough to receive the milk and immediately send the same bottles out again on delivery.

The delivery wagons are clean, neat and roomy and are the only milk wagons in the United States built with "Timpkin" roller bearing axles. These bearings will run three months with one oiling and reduce draft one half.

The drivers are carefully selected and above the ordinary, which insures their customers better service.

## THE HARVARD SCHOOL.

The Harvard School, established upon the Emory foundation, is now an incorporated institution under the auspices of the Episcopal Church, with a Board of Trustees composed of the following distinguished men: President, Rt. Rev. Joseph H. Johnson, Bishop of the Diocese of Los Angeles.

Leut.-Gen. Adna R. Chaffee.  
J. M. Elliott,  
Andrew M. Chaffey,  
Wesley Clark,  
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James Slauson,  
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J. O. Downing,  
T. B. Brown,  
Garry Macneil,  
Rev. C. H. Hibbard, D.D.,  
Rev. Robert Gooden,  
Rev. W. F. Hubbard.

While the school is under the auspices of the Episcopal Church, and its policy is distinctly Christian, nevertheless religious people of every name may be assured that their traditional convictions will be respected, and every privilege necessary to the practice of their religion will be accorded their children. If your son is doing well in his school work, let him remain where he is, but if his interest in this work is waning, on account of lack of attention from an overcrowded room, if his stooping shoulders need the corrective influence of the military drill, and his eye the discipline of rifle practice, if his system needs the stimulus of the gymnasium, and the sports and games with select companions on the best ten-acre playground of the city, and if you want him thoroughly fitted for college or a business life, send him to the Harvard School, accredited to the Universities and distinguished for its high moral tone. It is the only school in the State with a government paid instructor in military science and tactics, detailed from the United States War Department.

For a guarantee of the character and standing of the school, one need but read the names of the gentlemen who have consented to serve on the Board of Trustees. Catalogues are furnished on request. Write the Harvard School, Greenville C. Emery, Head Master, Western avenue, Los Angeles, California.

## UNION FERTILIZER COMPANY.

One of the most valued of the local enterprises which make up the great list of industrial features of Los Angeles is the Union Fertilizer Company, which was established in June, 1901, by the officers and owners, R. P. Rithet, president, of San Francisco; A. P. Harwood, an experienced grower of Upland, vice-president, and W. H. Doty, of Los Angeles, secretary and general manager, and treasurer, V. L. Tenney of San Francisco and S. C. Haver of Redlands are the other directors and investors in the corporation.

Permanent offices of the company are at No. 311 South Broadway.

The extensive new factory of the company, a three-story structure of 128x232 feet in extreme dimensions, is located one-half mile east of Eastlake Park on the line of the Southern Pacific Railroad. It is thoroughly equipped with the most modern machinery and other facilities for acidulating, grinding, mixing and handling economically the many different materials used in the manufacture of fertilizers. The company has a large and experienced force of men in their employ, and they are also engaged in buying materials of different kinds from all parts of the world, while also owning concessions for all the guano and phosphate on the west coast of Mexico, including the Gulf of California, where the richest deposits known are located. Warehouse, shipping by rail and water and other facilities are special features of the company's extensive and growing enterprise. Ships operated by the company are kept moving throughout the year transporting to the local factory the crude materials for the manufacture of the products which are prepared here for the markets of the Pacific Coast and for many other sections of the country where intensive farming gives assurance of independence and comfort for the wise grower and rancher.

## REPUBLIC IRON AND STEEL COMPANY.

Contributing in a large measure to the recent remarkable advancement of Los Angeles in the construction of towering office and bank buildings and in general construction enterprise, the Republic Iron and Steel Company, with an extensive plant established at No. 2600 Santa Fe avenue, has built up a business not only in this city and county, but which extends to all of Southern California and into neighboring States.

The chief business of the company is the manufacture of boilers and tanks with a specialty of heavy pressure tanks, gas plants, oil storage tanks, oil stills, boilers, of special design, condensers, vacuum tanks, heaters, receivers, garbage incinerators and heavy steel plate work.

N. F. Wilshire, president of the company, has been a resident of Los Angeles for many years. He belongs to one of the best known families of the community. The Wilshire family owned and commenced the development of the famous Wilshire residential district in the western section of Los Angeles. Originally members of the Wilshire family were manufacturers of cast iron water and gas pipe at Cincinnati, O.

Owen McAleer is the vice-president of the Republic Iron and Steel Company. He was for years superintendent of the Baker Iron Works boiler shop, and served one term as Mayor of Los Angeles.

Both officials of the company are practical workmen and give personal attention to the designing and manufacture of their products. The works are kept running continuously in the filling of orders and to provide stock for the wholesalers in this and other cities. Orders are received from many points and without delay are filled frequently direct from the works. Prompt shipments are made to points of destination.

Many of the best mechanics of the community, a large number of whom have been on the pay roll of the corporation since it was established in 1906, are in the employ of the company and they take pride in the perfection of their work.

## JOHNSON FOUNDRY AND MACHINE WORKS.

Closely connected with building and other industrial enterprises of Los Angeles, the Johnson Foundry and Machine Works, located at No. 1009-1013 North Main street, has become indispensable as a factor in the march of progress in this growing community. The enterprise was established in the year 1887, and was incorporated under the laws of California in 1905.

George C. Johnson is the president of the company, and M. H. Johnson is secretary. Both are practical foundry men and machinists, and have in their employ forty operatives.

The specialty of the company is the making of gears and gear cutting. Power punching and slitting machinery, die presses and special machinery and gray iron and brass castings. The products of the foundry are sold to large wholesale houses and factories here and elsewhere. The management devotes special attention to their enterprise and have been rewarded by adding yearly to the number of their patrons.



# Union Hollywood Water Company.

## PURE MOUNTAIN WATER.

In Southern California a community is very much like a tree—it grows just exactly as fast as it is watered. There is water everywhere, but it requires capital and energy to develop it, and wherever it is developed there springs up a thriving community, flourishing like the vegetation itself.

You sprinkle the ground and you get a sprout. You pour on the water and you get a plant. You irrigate in earnest and you get a great tree, with branches spreading in every direction.

This is the history of that great territory west of Los Angeles proper, where there are now thousands of the most beautiful residences in the South. Four years ago this great district had been merely sprinkled and the homes had just sprouted. Four years ago the Union Hollywood Water Company took hold of the work of providing water for the section, and now it is a great tree, with splendid, long branches reaching out from the foothills to the sea, every branch a boulevard, every leaf a street, every leaf an ideal home, with spreading lawns, flowers and trees, and roses climbing everywhere.

It was water that made this possible. You cannot have a big community—or in fact any kind of a community—without water any more than you can have a tree without it. Electric light is not absolutely necessary, for there was no electric light in the homes of the grandfathers of this generation. Street railways are a convenience, but one does not need to go back very far to remember when the big cities had to rely on horses for transportation back and forth from the suburbs. Telephones add greatly to the pleasure of life away from the center of the city, but the world got along without telephones for many centuries. There is just one thing without which there can be no city, town or village—and that is water. One cannot go back far

but the very highest grade of cast iron pipe is utilized in the construction work.

There is not a single week in which there is not some addition made to the equipment, or some plan laid out for the general betterment of the property of the company. A fourteen-inch line four miles in length on Santa Monica avenue has been completed, which will, in addition to improving the service through that section, give Colegrove excellent fire protection. This line connects with an eighteen-inch trunk line from the main pipe line at Santa Monica and Crescenta avenues, and connects again with a twelve-inch line from the main reservoir at Santa Monica and Vermont. This gives this entire four miles of line the heaviest possible pressure, as it is fed from both the principal pumping plant and the high pressure reservoir direct.

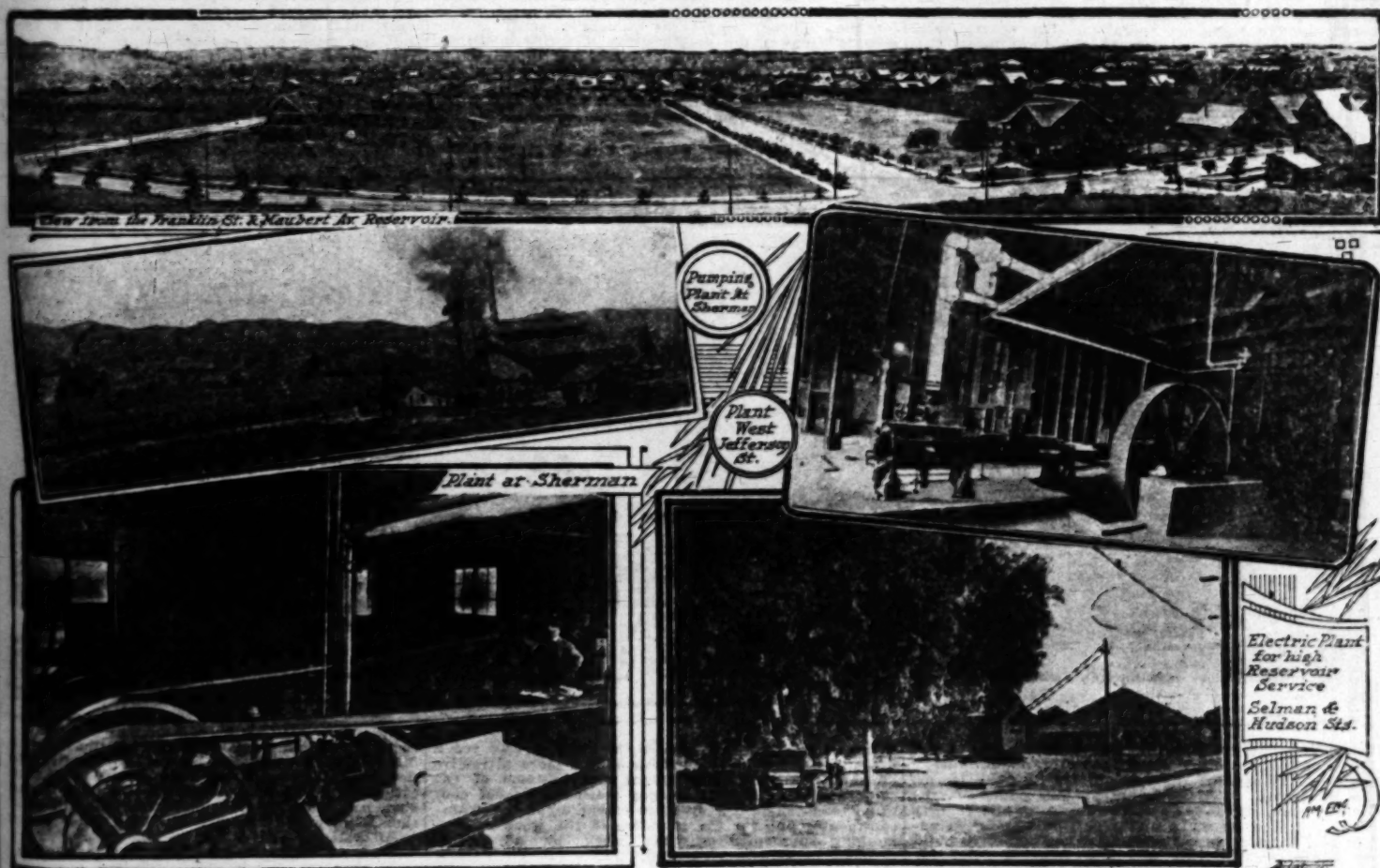
The company also has finished connecting the West Jefferson street pumping plant with the main system by running a fourteen-inch and twelve-inch main south on Fifth avenue from Washington to Adams, east on Adams to Arlington, south on Arlington to Jefferson and west on Jefferson to the plant. This line alone is a mile and a half in length, but it is of the utmost importance to the beautiful West Adams street district, as it gives this section an extra supply of water and pressure, sufficient for any requirements.

Half a dozen years ago the only communities in this entire district that were dignified with distinctive names were Hollywood, Colegrove and Sherman. The list now sounds like a page from the Postal Guide for Southern California—Hollywood with its spreading environs, East Hollywood, West Hollywood and South Hollywood, Dayton Heights, Wilshire, Colegrove, Arlington Heights, Trenchard Boulevard, Heliopole Drive, Sherman, Beverly and Crescent Heights. These are not merely names of real estate subdivisions. Each of them is a thriving

community in its territory, the Union Hollywood Water Company has kept in touch and has helped them in every way possible. As a result of this co-operation the population has increased by leaps and bounds, until now there is more than 35,000 population in this section of the city alone.

But the development of this territory means a great deal more to the city than the mere benefiting of those who decide to live there. A city is known more by its suburbs than by almost anything else. A city with beautiful suburbs is famed the world over as a prosperous city. A city where the people are contented to live huddled together in the confines of the dusty, downtown streets, shows an utter absence of enterprise. When people go out into the suburbs to build themselves beautiful homes, plant trees and lawns and shrubbery around them. It shows conclusively that they are satisfied with their city, contented to remain there permanently, willing to cast their lot with the city so far as their entire future careers and those of their families are concerned. It shows that there stands behind the city itself a great number of men of thrift and industry who say, "Los Angeles is the place for me," and proves that there is stability behind the city's growth.

And the specific benefits themselves, which the residents of other parts of the city derive from such a splendid growth as has been going on in this western district, are well worthy of mention. The splendid drives and automobile roads which are the natural accompaniment of this growth provide the city with beautiful, broad arteries leading away toward the ocean without a break. Such are Franklin street, Hollywood boulevard, Sunset boulevard, Santa Monica avenue, Melrose avenue, Wilshire boulevard, Pico street, Washington street, West Adams and West Jefferson. All these traverse this splendid home section, while three fine boulevards, Vermont, Western and Crenshaw, cross it from north to south. It is a Mecca for automobile owners, and there is not a day in the year when the dwellers in this district cannot ride downtown in their cars on the



VIEWS OF PLANTS MACHINERY AND RESERVOIR OF THE UNION HOLLYWOOD WATER COMPANY.

enough in history to find a time when man was independent of this single element.

And thus it was that not until the Union Hollywood Water Company began in earnest to pour water into the great western section of Los Angeles did the streets begin to grow into broad boulevards, and the scattered cottages into palatial mansions. Here is the result, as it is shown on the books of the county tax collector's office for the district recently annexed to the city:

In 1905 before the advent of the Union Hollywood Water Company, the improvements in this vast territory amounted to \$985,445. The 1910 assessment is \$5,000,000, or more than six times as great—a very remarkable showing for four, swift years. The real estate in 1905 in this district was valued at \$2,993,890, and the assessment shows \$9,592,470, or an increase of nearly four times in four years. The total valuation of the district four years ago was \$3,979,335, and now it is \$12,000,000 to \$24,000,000. In other words, taken together, the newly-annexed section of Los Angeles to the west is worth just about eight times as much to its property owners as it was before the Union Hollywood Water Company began pouring water at the roots, and making it something to sprout its great branches from.

And now this company has in operation about 200 miles of pipe covering an area of eighteen square miles, ranging in size from twenty-seven inches down to six inches, all of the most substantial character, for the company is not building to create any mushroom growth, but to establish a plant which will last for all time, allowing for the natural wear and tear. Nothing

community with its own interests. Its improvement association, a sort of miniature chamber of commerce, drawing to itself more and more home-builders every day, and forming on the western side of Los Angeles one of the most beautiful residential sections that can be boasted by any city in the world.

In the building up of this suburb the Union Hollywood Water Company's officers have worked in the utmost harmony with the builders of the newer city, and the great expenditures of money that have been entailed in establishing the big plant form a strong tribute to the far-sightedness of the men behind the bank roll. These officers are: C. J. Heyler, president; O. E. Wern, secretary, and F. J. J. Sloat, vice-president. Ever since this administration took hold of the reins of the company four years ago there has never been the slightest pause in the onward strides for the improvement of the great expanse of territory covered by the company's mains.

Throughout this entire section the water is always kept at high pressure, thereby providing fire protection wherever the city installs fire hydrants. There are few sections now which have not this fire protection, or are about to have it in the immediate future, but there are a very few neighborhoods which have grown up over night so swiftly that the city has not been able to keep pace with the demand for improvements. So here and there the providing of municipal conveniences has been delayed, and the residents have helped the city fathers out temporarily by the installation of hydrants, for which they hope to eventually be reimbursed by the city.

With all such movements for the betterment of the

oilied streets and asphalt, hardly even so much as spattering their mud guards on the rainiest days.

But the residents of these highly favored communities do not need to own automobiles in order to get to their offices and shops quickly and conveniently. The trolley system, of which Los Angeles is justly proud, is stretching out its network of rails and wires a few more blocks every month, until now it has the entire district thoroughly gridironed. Among the lines which tap the section are: Hollywood, Hollywood and Franklin Avenue, Highland Avenue, Santa Monica via Hollywood, Colegrove, Sherman, Heliopole Drive, Western Avenue, West Sixth and Ardmore, Melrose Avenue, West Pico, West Washington, West Adams and West Jefferson lines.

The latest step taken by the Union Hollywood Water Company to insure for the residents of its territory the best possible service at all times was the acquisition of the system of the old Hollywood Water Company. This latter concern supplied a section which had become entirely surrounded by the system of the larger company, and both were inconvenienced. Both had "dead ends" of pipe which prevented the free circulation of water, and the smaller company was unable to expand in any direction. The large company consequently took over the plant of the smaller, and gave the united territory the benefit of the full water service from both plants.

The logical result is that home-builders are seeing more and more each year the advantages of this section, with its slightly hilly and splendid views of the mountains and the sea, which is in plain sight from many points. Hardly a week passes but some new tract is opened, and the choice lots snapped up by someone who is waiting for a chance to get out in this western district, which is fanned even on the warmest days in summer by cool breezes from the ocean, less than ten miles away.



## Electric Railways as Factors in Colonization.

### HUMAN IRRIGATION SYSTEM.

During the past several years, while the colonizing and settlement of the West was under way, few people have thought of the prominent and yet unobtrusive; active, though practically silent part played by the electric transportation lines in the great scheme of populating and cultivating the wilderness. Thoughts of colonist transportation have turned naturally to the steam transcontinental lines, the fact being overlooked, that while they have always been most prominently in the foreground in promotion and exploitation, yet they are in reality only the large artery of incentive travel, supplying the human flow for most of its final distribution through the electric capillaries.

The colonist travel may be likened to the soil-nourishing flow of the irrigation systems of our western country. The interurban electric is the network of distributing channels, receiving its all from the great master flume, but nevertheless no less important to the final result than the source itself.

It is of interest, therefore, that the methods and motives of the electric in this work be considered. The Pacific Electric Railway, one of the largest as well as most complete electric transportation systems of the world, may well be used as an example.

The pioneering of earlier days via stage coach and later by progressive steam lines has been related in song and story, and in a great measure the days of stress and privation have passed with the bringing of civilization closer to the settler day by day, due to the constant advance of the steam lines. Yet the foresight of the pioneer railway managers must also be possessed by the electric manager of the present day, and the casting of the die of chance on the future must also be indulged in, although the hazard of the present day may not be quite so great as in the past.

Master minds must have been those who in the early days of Los Angeles and Southern California laid out the rough draft of what was to be one of the greatest of all electric systems, and yet the work is but begun. A few years ago there were two electric railways, one reaching out toward the foothills to the north to Pasadena, the other by a tortuous route, out through the Cahuenga Valley on the west, toward Santa Monica. These were the first capillaries sent out from the Southern Pacific artery.

It has been said many times that railways are built only to supply a demand, but the reverse has been proven in Southern California and in the building of

attraction of country life, Los Angeles today might be no greater than any of hundreds of towns brought into existence by steam road colonization.

The first two laterals of the colonist distribution system were laid with the building of these two electric lines. The human irrigation of Southern California was begun. Since 1893, line upon line, north, east, south and west have been added and completeness is not yet reached to the satisfaction of the master mind.

To one familiar with the Southland, a glance at the map of this great electric system (1000 miles of standard track) shows even greater opportunities and changes in store for the future than the past has seen. All has been done that the colonist on arrival may find the way pleasantly prepared for him and the comforts he had dreamed of as miles away brought direct to his door. The journey to the city he has dreaded because of the time and inconvenience is made one of pleasure because of the frequency and convenience of service and because of a delivery to market provided for small freight shipments as well as for train loads, in express time, when demanded.

The preparations for the colonist today on the Pacific Electric System with its 2700 scheduled trains daily and a car service capable of moving 30,000 people at one time, places Los Angeles in a position occupied by no other city. Lines are open to thousands of acres ready for settlement and thousands of acres are to be yet brought in. The motive for all this preparation is simply, always: the same reason advanced by even the corner grocer who knows his business, the acquisition of more and more regular customers; as a return for the constant patronage, appreciation and consideration is shown in commensurate fare rates much below the rate made the occasional trip customer; the augmenting of both passenger, freight and express service anticipating the need of the man on the line rather than the demand of the occasional user of the cushions.

In electric circles the term colonist is rarely if ever used. The seemingly more euphonious term "tourist" is in vogue, although the meaning is the same. It is for the "tourist" travel the passenger agent of the electric strives; the freight man devoting his time and talents to the building of tariffs and the digesting of commission rulings governing them, and to the solicitation of C.L. and L.C.L. hauls, the volume being largely determined by the demand of the settler for needed supplies coming in and the movement of his crop outbound.

It is recognized that discontent with his present loca-



CHICKEN FARMS ARE SOURCES OF MUCH WEALTH

fully presumed to address to him through his key box an envelope containing a neat, well-printed booklet and folders on subjects in which he is interested. A little later the tourist is met after breakfast and given further details.

Naturally this leads to the subject of personally conducted trolley trips, for in the promotion of passengers thereon the guides are primarily employed, although in reality, it is the "clinch" in the scheme of electric colonization. It is a plan whereby the "tourists" are shown a wide range of country, by direct routes, with questions asked and truthfully answered. It is visual proof of all the traveler has read. Journeys are made through scenes not only of beauty and interest to the sight-seer but which cover a range of endeavor from primitive agriculture to high art, and from barren land to fully-matured orange orchards, or highly developed truck-farms.

On these trips, three in number, named for convenience and identification, Balloon Route, Old Mission and Triangle Trolley Trips which derive their names in two instances from the suggestive shape of the routes and in the other because of a noted object



roads that now compose the Pacific Electric system it is not inaccurate to say that 85 per cent. of the mileage built has anticipated the demand for its use. It was the farsighted, progressive, anticipatory policy of the railway men, whose faith in the future of the country prompted them to make outlays of millions far in advance of a return in earnings, that has helped to build up Southern California and Los Angeles. But for these chances taken, and courage and faith shown, this preparation in advance for the colonist who was averse to living death in the desert and wilderness and who desired the advantages of a city with the added

tion and environments creates the colonist. To reach the discontented one and show him a more attractive life and location is the intent and business of the colonizer. The electric railway relies, and must continue to do so to a very large extent, upon the transcontinental line for the initiative in the work of promotion, supplementing this work by advertising through periodicals; truthfully portraying the field it occupies and its many attractive features, and also by booklets and direct correspondence placing the incentive to investigate before the colonist-to-be.

The plan of promotion contemplated by the Pacific Electric rests upon the line of army tactics with its scouts throughout the country, in periodicals of its own choosing; the assistance of steam road promotion of travel, and through information cabinets and guides, with sentries at the gateways of Denver, El Paso, Salt Lake, Seattle, Portland, Spokane and San Francisco, where, through distributing agencies and lecture bureaus, tourist conductors and sight-seeing guides, the colonist, persuaded to travel and on his way, is met by more and more indications of California's desire to have him. Pictured and personal argument of the advantages are brought more and more to bear so that ere he reaches the Los Angeles terminus he has, by pre-arranged, systematic literature publicity become acquainted, theoretically, with most of the points of interest in Southern California. He has in a large measure made up his mind as to the places he desires to visit and is prepared to welcome information from any authentic source. One source is provided by the Pacific Electric in fifteen uniformed trolley trip guides, familiar to anyone who has ever visited Los Angeles. These men are walking, affable encyclopedias of information of everything pertaining to the Southland.

The personal equation here enters the plan. No literature yet written nor scheme yet devised to promote travel can displace the personal efforts of the competent guide and solicitor. Uniformed as he is, he is distinguished in any crowd. He is to be found everywhere and hundreds of times daily he is accosted on the streets for information on almost every known subject. Not only is he found on some convenient corner, with a budget of knowledge in his head and hands but he meets the tourist in the lobby of the hotel or apartment where the visitor is making his temporary home. It is he who scans the register and has noted the arrival of the tourist the night before and has thought-

visited, it is contemplated that with the many different scenes brought before the "tourist," he will find somewhere upon the route traversed the exact location he desires, or failing in that, his interest will have been sufficiently aroused that he will make further inquiry and research on some other part of the great system.

These trips cover approximately one hundred miles each, reaching out in three different directions from Los Angeles, and consuming almost a whole day's time each, at a cost of \$1 per trip. This fare covers the expense aside from lunch, and provides a comfortable seat in a special car. If the tourist made a trip on the same routes in the ordinary way the expense would be at least double the amount, and the annoyances and inconveniences incidental usually to traveling would be over an unprepared route would be at least as great while the valuable aid extended by the guide in information as to each locality visited is entirely lacking. It is not considered or expected that in the future these trips will pay the company, but in the current result, in the scheme of colonization they are returning more than satisfactory dividends.

Not all of the great system has been covered by the personally conducted trips. Less than 300 of the miles in operation has been traversed, but the company has obtained an accurate insight to the country, its advantages and opportunities. If a farmer, he has found the section in which the soil and products are to his liking; if of the merchant class, he has seen the range of prosperity of the various villages and cities passed through and mayhap has chosen a location. The manufacturer has noted established industries and figured to his own satisfaction where the market he has in mind would pay and its most likely location. The professional man and the artisan have also seen plans for some niche in the new country.

Thus from day to day through specialized, programmed travel, through conventions and formal travel itineraries, and by numerous regular channels, the tide of humanity, westward bound, received by the great trunk mains and diverted by the electric ways and byways to its final destination—a nation is so lovely and so altogether satisfying to the colonist, that rates and inducements offered in his far West as he can, and who has heard of California, rushes to the East?

Has the Electric Railway a part in the scheme of colonization? Is it not fulfilling its call to service?



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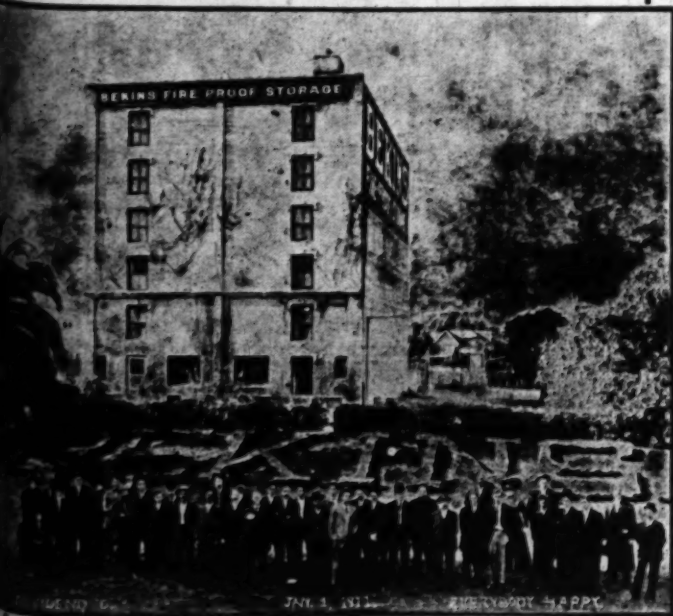
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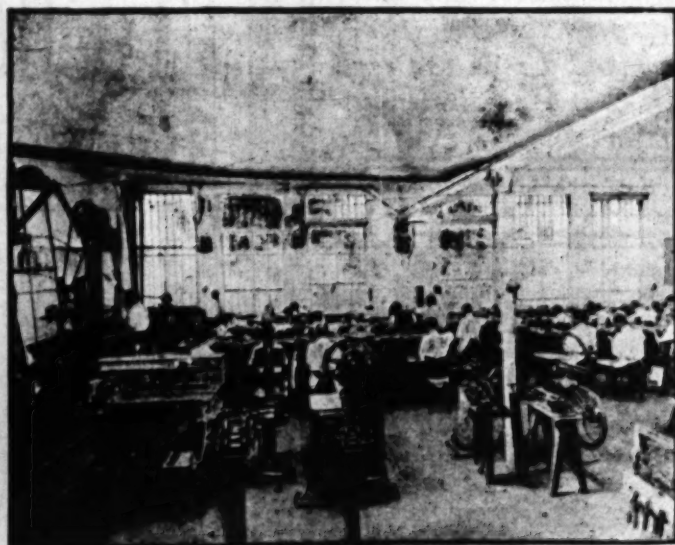
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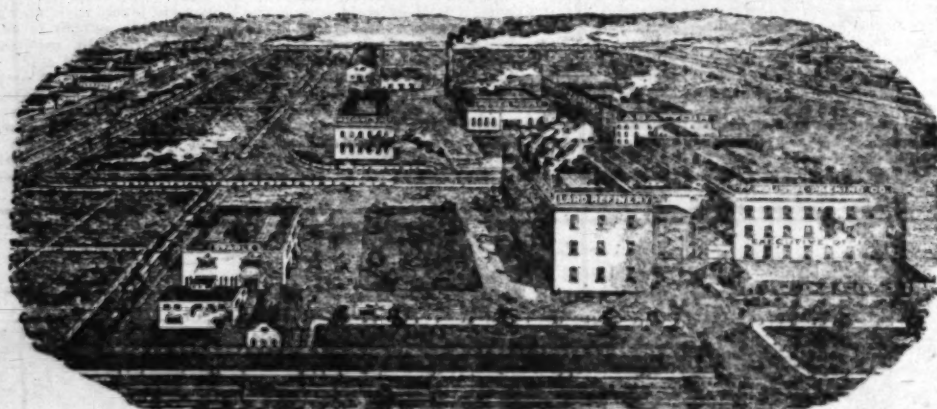


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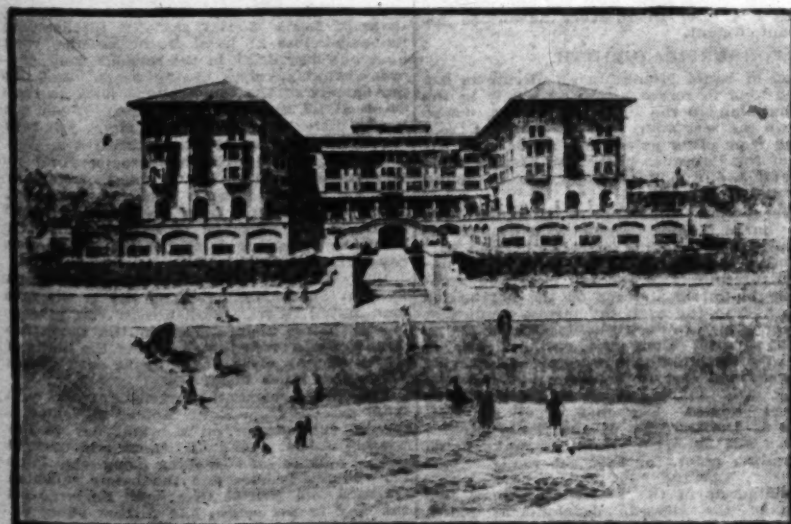
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**Long Beach** offers the tourist an ideal warm winter climate. It is the most delightfully located city in the world, possessing in a large area all the topographical, scenic and climatic characteristics that make a resort ideal. Long Beach is the best provided resort in California in the way of transportation facilities. The Salt Lake, Southern Pacific and Pacific Electric Railroads connect her with Los Angeles and all other places of interest.

THE VIRGINIA COUNTRY CLUB IS NOTED THE WORLD OVER AND IS ALWAYS OF ESPECIAL INTEREST TO THE Virginia guests. Is located on the famous old Los Alamitos Rancho, just five minutes ride from hotel. There is a 9-hole golf links of the highest standard, with instructors. The Virginia Country Club is a popular rendezvous of those who delight in sports. Long Beach offers every outdoor sport and amusement. The Virginia maintains private dressing rooms for those who enjoy the ideal surf bathing, which is enjoyed the year round. Two cement tennis courts are located on the Virginia grounds. The new boulevard from Los Angeles, (20 miles of solid comfort) is known all through the West as the most level and beautiful boulevard in California. The roads are always kept in the best condition. Fishing, diving, polo, tennis, boating and yachting are a few of the sports always enjoyed.

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## The Wonderful Palisades of the Beach.

### SANTA MONICA LAND COMPANY.

Historic Santa Monica, famed at home and abroad for its numerous beautiful homes, is the most alluring and delightful residential section on the Coast in the State of California, and is today foremost in making substantial advancement along commercial and industrial lines.

Located most advantageously on the bluffs of the wonder palisades above the rim of the Pacific Ocean in the Santa Monica Bay district, with the everlasting foothills and mountains in the distance, as far as the eye can reach, this loveliest of seaside cities is both a charm and constant delight in its romantic surroundings and attractiveness of its numerous homes, many of which are superb mansions, overlooking the ocean and receiving the cooling breezes night and day, amidst the sound of the restless and ever-moving breakers.

Santa Monica is the oldest beach city in Southern California. Long before Los Angeles made any pretensions to being a city of any particular consequence, this seaside city was the gathering place of the pioneers of all races who assembled each season for the outings and to escape the heat of the higher eleva-

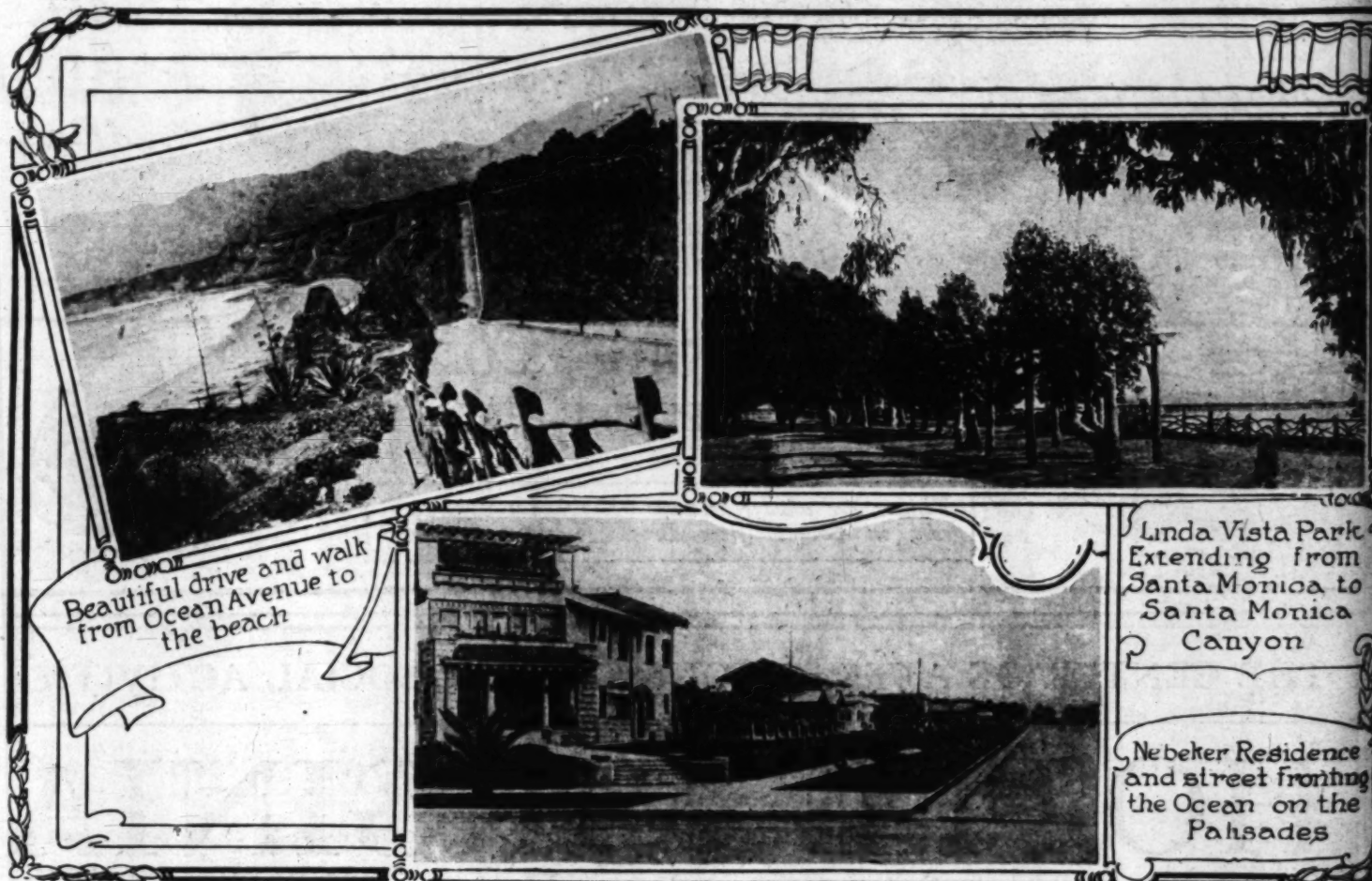
Francisco. There are miles and miles of solidly paved streets and broad avenues, broad cement walks, and the elegantly-designed mansions and modest homes which line the streets show beautiful lawns, palms, semi-tropical trees of generous foliage and lavish display of flowers at all seasons of the year.

Numerous public and private schools, including the splendid Polytechnic High School, the large public library, churches of all denominations, the presence of civic and fraternal organizations, a strong and effective organization in the Chamber of Commerce, whose members represent so well the admirable public spirit of the community, large and attractive stores and places of amusement, solid financial institutions, the beautiful public park which extends along the ocean front, the superior interurban and local electric car service, as well as the steam railway facilities, free mail delivery, many industrial and manufacturing enterprises, social and other advantages of the most desirable character, the live newspapers of the city—these are among the attractive features of Santa Monica, which lure and win strangers and serve to expand the city from year to year, until with the assurance of further rapid growth in population, and the establishment of enterprises which add to the com-

city has been enhanced in value, while in the city itself other residents here become independent through the management of the corporation and its systematic and effective publicity methods.

Those who contemplate making selections in the Palisades district are reminded of the fact that available homesites overlooking the ocean are limited. There may be persons who would most desire to be close to the ocean, if not on the edge of the bluffs. If such is the desire of those who may choose to reside at beautiful Santa Monica, the managers say they should take action at the earliest date possible, for the lots are going rapidly.

The land in the immediate vicinity of Santa Monica is level, with no sharp elevations, aside from the Palisades, except in the neighborhood of the foothills bordering the mountains. There is, in fact, level land, rolling land and foothill property to satisfy the taste of all seeking locations for homes. After contracting for a lot, no matter at what point on the subdivision, your ideas or the helpful suggestions of the architect will give you a dwelling of rare beauty and comfort, a treasure in which you may live in peace and comfort, where you may entertain your group of friends at will, and where you may enjoy the ocean breezes and the



Beautiful drive and walk from Ocean Avenue to the beach

Linda Vista Park Extending from Santa Monica to Santa Monica Canyon

Nebeker Residence and street fronting the Ocean on the Palisades

tions. In the early days transportation facilities were limited to vehicles drawn by mules or horses, and for years Santa Monica, as now, was the popular mecca for enjoyment of life at the seaside.

With the growth of Los Angeles, the springing up of other seaside towns, and the steady increase of the back country in population, Santa Monica has kept pace with the general progress and has never lost her standing and reputation as a model seaside city and delightful home district.

Indeed, it may be truthfully and forcibly stated that hundreds of the better class of people, those who possess the means to build and maintain splendid mansions, regard Santa Monica as the ideal location for the numerous imposing structures already erected and for the many more planned for early construction.

The claims of the Santa Monica Land Company, incorporated with ample capital to fully develop the charming foothill and Palisade section extending from Westgate to Sawtelle and back to the mountains, that this splendid residential district is unsurpassed in varied climatic and other attractions, are fully sustained by the action of the particular home-seekers who have already acquired valuable holdings and are inducing their friends in Los Angeles and elsewhere to abide on the homesites just above the Palisades.

There are more than 25,000 acres in the holdings of the company, and while all of it is most desirable for fine homes, parts of the subdivision will be cut up into small tracts for use as small ranches, on which anything grown in any part of the world can be produced at a large profit.

The company has expended a large amount of money in substantial improvements, the perfect system of boulevards, cement walks, curbs, gas, sewers, electricity, telephones and water facilities being matchless for comfort and convenience. There are no small lots in the subdivision. All have a frontage of 100 feet with a depth of 210 feet to a twenty-foot alley. From these lots the grand view of the ocean can never be shut off from the Palisades, the land between Ocean Avenue and the top of the bluff having been dedicated to the public for a park, which is a rest place of rare beauty, as shown in the group of pictures on this page.

### THE PALISADES.

The Palisades are within easy reach of Los Angeles with the finest automobile roads in the country and ideal electric car service.

Today Santa Monica is known as one of the most important cities on the Pacific Coast, with all the advantages and conveniences of Los Angeles or San

Francisco. There are miles and miles of solidly paved streets and broad avenues, broad cement walks, and the elegantly-designed mansions and modest homes which line the streets show beautiful lawns, palms, semi-tropical trees of generous foliage and lavish display of flowers at all seasons of the year.

Numerous public and private schools, including the splendid Polytechnic High School, the large public library, churches of all denominations, the presence of civic and fraternal organizations, a strong and effective organization in the Chamber of Commerce, whose members represent so well the admirable public spirit of the community, large and attractive stores and places of amusement, solid financial institutions, the beautiful public park which extends along the ocean front, the superior interurban and local electric car service, as well as the steam railway facilities, free mail delivery, many industrial and manufacturing enterprises, social and other advantages of the most desirable character, the live newspapers of the city—these are among the attractive features of Santa Monica, which lure and win strangers and serve to expand the city from year to year, until with the assurance of further rapid growth in population, and the establishment of enterprises which add to the com-

### WONDERFUL GROWTH.

The expansion of Santa Monica in all directions has been most remarkable in recent years, especially in the line of home building, in the Palisades section, where eighty feet above the sea, many wealthy families from Los Angeles and from other points now reside. On the broad plateau of the Palisades have been erected some of the finest and best-appointed homes to be found in any part of the Golden State.

The Palisades section commands a sweeping view of the Pacific. Santa Monica Canyon with its gardens of flowers and plants and sloping sides bright with wild flowers and clothed generously in the greenery of nature, is most picturesque with the tall oaks and sycamores lining the mountain streams on the north, and still further on and to the east, the purple mountains form a circle and a picture not to be duplicated at any other residential district along the entire Coast, or in the world. Like the links in a winding and curving chain to the north and east to Westgate and Sawtelle and Hollywood, are many attractive subdivisions dotted with lovely homes. The chief of all the residential sections is the acreage of the Santa Monica Land Company. The suburban residents make Santa Monica their trading point, for they are really a part of the city.

With the building up of the Palisades plateau, and the completion of the gigantic development plans, both along the strand where many large pleasure enterprises are soon to be established, including the erection of a commodious seaside hotel, patterned after one of the most notable hostilities of Europe, selected by Capt. Mitchell and Capt. Lankershim, and the erection of attractive French and Swiss chalets on the bluffs, and on other lots adjacent to the foothill section of the subdivision, Santa Monica will continue to grow and expand as never before in her history.

Both home-seekers and investors appreciate the special advantages of Santa Monica and they are busy making their selections of both residential and ranch property. Progress has not been slow in the vicinity of the Palisades. Development ever since the Santa Monica Land Company commenced action, has been rapid, not in the sense of boom, but a certain and steady growth in expansion and increase in values, that all other property in the neighborhood of the

half the day in the open, kissed by the sunshine of the loveliest land in all the world.

### SEASIDE ATTRACTIONS.

In addition to the delights of the home, the advantages of Santa Monica, socially, intellectually and religiously, close at hand is the seaside, where at all hour one may drink in the rarified ozone and enjoy the ever-changing colors of the ocean and observe the movements of the tourists who flock to the California Coast at all seasons of the year. If you pine for the larger attractions of a great city, you may quickly reach Los Angeles by street car.

No other coast city has a greater number of seaside attractions for the entertainment of its own residents and the visiting throngs than Santa Monica. From the pier and from the Southern Pacific wharf, north of the entrance to Santa Monica Canyon, beyond the Palisades, is one of the chief enjoyments for residents and tourists the year round.

Surf bathing is another attraction of positive delight at Santa Monica. The city is the favorite summer outing resort. Bath-houses, rest places and other beauty places abound just off the warm sands of the strand, while from the shore and the bluffs of the Palisades on any clear day may be seen Catalina Island, thirty-five miles distant.

The broad cement promenade walk on the ocean front extends from Santa Monica to Venice, and on any day in summer, or on a bright day in the so-called winter season, tens of thousands of gaily-dressed people may be seen strolling along, chatting and enjoying the sea breezes and the balmy sunshine. Seaside Terrace and Bristol Pier, with its large cafe, are on the way to the south, and further along to the heart of the city of Santa Monica, which includes a large part of Ocean Park, are special amusements places, more than enough to absorb interest and attention for hours and hours, afternoon or evening.

Life at the seaside finds its fullest enjoyment at Santa Monica. It is more than a city of continuous rounds of pleasure. It is a community of highest culture and refinement of wealth and enterprise, the home-place of well-to-do and progressive citizens, where they dwell in quietude, and where they may give their children ideal educational advantages and find the way to lives of honor and usefulness.

The officials of the Santa Monica Land Company maintain offices in rooms 800-807 Ferguson building, Los Angeles, and have a branch office on the corner of Second Street and Oregon Avenue, Santa Monica. Additional information will be gladly provided to those interested in the valuable holdings of the corporation.



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*Investments, Enterprise.*



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## Land Prices in Southern California and Their Basis.

### ESTABLISHED BY RETURNS.

**Y**OU are asked to give attention to land values in Southern California, and to get a clear view you must disabuse your mind of the fairy tales of from forty to ten years ago. These fairy tales teach that land prices in Southern California rest upon very thin air (alias climate.) That never was entirely true, and today is as near misapprehension as any statement about any topic of the time. If there is an investment today with the last drop of water squeezed out, it is the moderately good to the very good farming lands of California.

To go back to the fairy tales, it is essential to remember that the home market for products of the soil here was of the narrowest, the population of the coast being far short of a million, and means of transportation to eastern markets entirely lacking. In those days the only use for all but a very small portion of the territory was grazing. Later came the period when considerable of the land was devoted to grain growing. Now on a general average an acre of land will support about one domestic animal, the land being in its wild state. That animal would take from a year to three years to grow, and would then be worth from a couple of dollars to ten to fifteen. Devoted to cereal production a fairly good crop would be fifteen or twenty bushels of barley, and less of wheat. The grain would bring perhaps 50 or 60 cents a cental, or 25 or 30 cents a bushel. After paying expenses the net returns were small, often zero, and not infrequently showed red ink on the wrong side of the ledger.

### THE HOME MARKET.

This is all changed. The home market for California products is now quite broad and becomes larger every year. While the distance to the eastern markets is great, the means of transportation are ample. The population of the United States is 90,000,000 and of North America 110,000,000 to 120,000,000. With this change in the enlargement of the home market and with communication with foreign markets, farm life in California has undergone a radical change. No more do flocks and herds roam over broad plains, nor do cattle cover any one of a thousand hills. The sound of the thresher is scarcely heard, but instead of the barley and wheat fields there are hundreds of thousands of acres now beautiful with their luxuriant growth of fruit orchards of many kinds. In the days of the fairy tales the possessions of individuals ran to tens and hundreds of thousands of acres. Now holdings range for the most part at from five to twenty-five acres, the owner of fifty to a hundred acres is a wealthy man, and the one who owns 250 acres is rarely found. The acre which in two years produced a sheep or in three years a steer, now yields year in and year out from fifteen to forty-five sacks of lima beans, from fifteen to forty-five tons of sugar beets, from 1000 to 2000 pounds of dried apricots, or a carload of citrus fruit.

Now mark the change in the income of the farmer comparing what he receives for these crops with the one dollar a year per acre from sheep or five dollars (a large income) from cattle growing. There is no longer any more fluctuation in the price of beans, beets, lemons or oranges than in that of wheat or corn in Illinois. California lima beans will sell for from 4 to 5 cents a pound every year in the coming decade. At the lowest yield, fifteen bags of eighty pounds each, at 5 cents a pound, will give an income of \$60 an acre. The general run of crops will be twenty to thirty bags an acre, or a revenue of from \$80 to \$120. As many acres will yield forty and even forty-five sacks an acre, the income from the best crops will be over \$160. The total cost never exceeds about \$20 an acre, so that the best revenue is \$140 an acre net, and the worst about \$40.

### THE SUGAR FACTORIES.

There are half a dozen beet-sugar factories in Southern California ready to contract at fixed prices for all the beets offered. New ground just broken up may not yield above five tons of beets an acre. As the plowshare is run down deeper a foot or a foot and a half into the ground, the crops increase until it is not remarkable to gather forty or forty-five tons from an acre. The prices are fixed according to the amount of sugar. Deep plowing, frequent cultivation, and the prevention of the growth of weeds increase the saccharine in the beets. It is not uncommon for the roots to run to 20 to 24 per cent. sugar. The basis price for beets of average sweetness is usually about \$6.50 a ton, running down to \$4.50 and up to \$7 and over. The cost of cultivation and harvesting is \$25 to \$35 an acre. Now see the profit. A man with about an average crop of twenty tons an acre, with beets sweet enough to bring \$6 a ton, will get \$120 an acre, and deducting cost of production, there will be a net income of \$95 an acre. The farmer who gets forty tons will have twice the net income of the average one.

### ORCHARDING.

If we turn to orcharding, we learn that an average crop of walnuts will be 1000 pounds an acre, and at 12 cents a pound the gross income will be \$120 per acre. It costs considerably less to cultivate an acre of walnut trees and gather the crop than an acre of beets. The walnut grower may count easily on \$100 an acre as the net income from his grove, or \$1000 from a little patch of ten acres which any man with one horse can take care of, the year round, and not work an average of three hours a day excepting in harvest time.

A small crop of apricots will turn off 1000 pounds of dried fruit an acre, and a good crop will run as high as a ton. Last summer dried apricots sold at from 13 cents to 15½ cents a pound. The crop was light, averaging about half a ton an acre. But even

so, at the lowest price a ten-acre patch brought a check for \$2600. The farmer with a full crop received over \$5000 for his dried apricots from ten acres. When it comes to large bean farms, there are growers in Southern California who have banked in a single fall as much as \$15,000.

The income from prunes, apples and pears will run on an average higher than that from apricots. When citrus fruit is to be considered, we must be prepared to raise our views considerably higher than the figures showing the best results. There usually stand on an acre of orange land about eighty trees. It is a moderate estimate to put the average yield at three boxes to the tree, or 240 boxes to the acre. There are exceptional cases in which an orchardist gathers a carload of oranges or lemons from an acre. It is an established fact that citrus-fruit growers count upon a dollar a box on the trees as a fair price for their fruit. It may safely be set down as entirely within the sphere of truth that careful orange or lemon growers receive \$350 an acre for their fruit on the trees. The expense of gathering, cleaning, sorting and packing the fruit is quite heavy, running to not far from 50 cents a box. Add a cent a pound for transportation to the eastern markets, and we shall have a little less than \$2.50 a box as the lay-down wholesale cost at the East. There is a little more care necessary in selecting soil, exposure to the sun, and water supply, for lemon culture than in the case of oranges. For this reason the lemon area is even narrower than that for the orange, and consequently the lemon grower looks for a little higher return for his fruit. We have only gone over here a few of the many crops gathered from California soils. They are the most important, but there are others that pay large revenues. Among these may be mentioned alfalfa meadows. This grass is cut in Southern California six and even eight times during the year. A good meadow will yield two tons to a cutting, or sixteen tons an acre a year. Probably the lowest price it ever brings loose in the field is \$5 a ton. Such a meadow will produce a gross income of \$80 a year. Southern California never produces enough eggs, poultry, butter or cheese, fresh or cured meats, for the home market. All these have to be brought in by the carload and trainload. Thus it is a fact that there is a home market (always growing better) for all these products farmers have to sell. The bean growers are as careful to gather the stalks of the beans as an eastern farmer is his hay. The stalks are baled and sold at \$5 a ton. So with the pulp from the crushed beets from the sugar factory. Take a combination of bean stalks, beet pulp and alfalfa, and one has an ideal ration for domestic animals. You see, intelligent and considerate reader, little or nothing goes to waste with us.

### AT WHAT PRICES?

At what prices do these lands sell? Revert to the income-producing capacity of the land, and what does it seem to be worth? Twenty-six hundred dollars from ten acres of apricots is \$260 an acre. That is 10 per cent. on \$2600. For walnut groves \$100 an acre net gives us 10 per cent. on \$1000. The acre of land that yields only fifteen bags of beans will pay, deducting expenses of cultivation, 10 per cent. on \$400. The one that yields twenty bags will pay 10 per cent. on \$600. Where the crop is thirty bags we have a net income of 10 per cent. on \$800, and on up to as high as that interest on \$1400. Those thoroughly conversant with the subject put the net income from sugar beets at \$60 to \$125 an acre. Here is 10 per cent. on \$600 to \$1200 as the income from an acre of beet land.

But no reader at this point need become excited. California real estate, with all its actualities in evidence and all its possibilities in mind, sells for lower prices. Good deciduous fruit orchards may be bought for \$1000 an acre as an extreme, even including possible speculative value. For beet and bean lands the usual prices in the best districts run from \$300 to \$600 an acre, with some held higher, even up to \$1000 an acre, where the speculative element enters most largely into the consideration. The acre of orange or lemon grove which will turn off \$250 worth of fruit, with say \$20 or \$30 expense in bringing the crop to maturity, or \$225 net revenue, shows a profit of 10 per cent. on \$2500. It is a price never asked for orange groves, excepting in cases where speculation enters in, or where the improvements on the property are exceptionally costly. Small parcels of citrus-fruit groves, say five to ten acres, may change hands at as high as \$5000 an acre, but there will be a house worth half the purchase price or more. Or suburban population is crowding out so near the land that it will be claimed in a few years for bungalows and cottages on lots cut five to the acre and worth \$1000 apiece and upward.

### CLIMATE WITH LAND.

Now it is never to be forgotten that in California climate is sold with the land. Indeed, a great many enthusiastic Californians insist that the climate is the great asset and the land a mere adjunct. There is just as good soil in Alaska or Siberia as there is in California, but neither lima beans, sugar beets nor oranges will grow under these hyperborean skies. Where you have the combination of soil, climate and water you have ideal conditions for the highest grade of intensive farming with the production of the rarest crops the world knows, and these fruits of the earth the whole human family desire to have. Thirty or forty years ago there was a great scramble in Southern California for damp lands because the rainfall was not steady and irrigation schemes had not been wrought out. With nearly all the available water of the district now in utilization, there is no such thing known here as a failure of crops. The farmer applies the moisture to the trees or other plants just when they need it and in just the right quantity. The agri-

culturist or horticulturist counts upon at least one good crop out of ten, and gets the whole ten more frequently than he does even as low as eight.

### DIVERSITY OF CROPS.

Another element in the value of lands in Southern California is the diversity of crops. The eastern farmer is confined in his operations to the cereals, hay making and domestic stock raising. The California farmer may embrace in his activities all these and add at least half a dozen more. It is entirely conceivable that on fifty acres reaching from the low lands up into the foothills the farmer in Southern California may have, one portion devoted to alfalfa, another to beans, a third to beets, a fourth to deciduous fruits, a fifth to nuts, and a sixth to citrus fruits, both lemons and oranges, and even grapefruit. He may have a patch of an acre devoted to strawberries, blackberries and raspberries. If he is an active man or has a family capable of taking part, with 330 days out of the year when outdoor labor may be performed in comfort, there is something to do at all seasons of the year for every day in each and something to go to the market every week, if not every day.

### CONDITIONS.

The climatic conditions in Southern California make it possible to produce here crops for which the area in the world is the most limited. At the same time these products of Southern California are in active demand the whole world over. California prunes and dried apricots (canned apricots, too) are served at hotel dinner tables all over Europe. The hundred million of human beings in North America exclusive of Mexico stand ready at all times to take all the citrus fruit produced in California, and with the growth of population they will not only take all producible, but will call aloud for more. The same is true of California walnuts, almonds and olives, and no less so of lima beans and the sugar from our beets. Look at the statistics giving the sugar we import and it will appear that even if the population stood still we could not overtake the demand in a quarter of a century.

Already lands well qualified for the production of beets and beans are beginning to prove inadequate. The sugar factories are actively engaged in a campaign looking to the expenditure of vast sums of money in cutting drains to carry off the excessive water from low-lying lands into the ocean which will also with the draining out of alkali waters sweeten the soil and increase the percentage of saccharine in the beets.

There is to be considered not only the remarkable profit from the crops of California farms, but also the comfort of living in a climate like this. Another influence of the climate sure not only to keep up but to enhance the value of California soils is the vast population it is drawing to Southern California which will take away from productive use much of the land, increase the home market, and thus insure steady prices, possibly steadily rising, for all these products, both because the market is at the door and because the productive area will become all the time more limited.

### NOT ALL FOR SALE.

Another fairy tale is that all real property in California is on the market for sale. The fact is that there are broad districts in this part of the State in which there is not an acre for sale at going prices, high as they may seem.

The prices too high? Not a bit of it. The prices are solid values. Nor are they the highest in the world. Go to the province of Ontario in the Dominion of Canada, and near St. Catherine the price of good land without a dollar's worth of improvement upon it will be \$1000 an acre because the land will pay an interest on the price used for truck gardening, the products finding a market 400 miles away in the city of New York. The climate of Ontario is not quite as salable as that of Southern California, for the very good reason that it is not so valuable an asset.

G. W. BURTON.

### SHIPPED FIVE THOUSAND CARLOADS.

[Redlands Facts:] From the citrus district of Covina, Azusa, Glendora, Charter Oak, and Irwindale from the first of last November to the first of the present month, were shipped 5050 carloads of oranges and lemons.

This is 2,020,000 boxes. Of this number, Azusa exchanged, which also takes in all the territory covered by Glendora, Charter Oak, Azusa and Irwindale shipped 3480 carloads.

Covina shipped 1570 carloads, including the shipments of the exchange and the independent shippers. The Covina territory of the exchange, while lying in the heart of the great citrus belt of the Covina Valley, is much the smaller of the two exchanges.

The towns named comprise the largest and most flourishing citrus belt in Los Angeles county, which only exceeded in size by the Riverside district. Riverside has shipped 5750 carloads the past year.

The amount shipped by the Covina Fruit Exchange was 1079 carloads, of which the Covina Citrus Association packed 650 carloads, and the Orange Growers' Association 429.

The season has been a reasonably good one, and the estimates for the coming season place an increase over the past year.

### SANTIAGO ORANGE GROWERS' ASSOCIATION.

[Orange Post:] The annual report of the Santiago Orange Growers' Association for the year ending August 31, 1911, shows that \$455,534.64 was received for fruit and \$338,980.32 paid to the members of the association. The year's expenses amounted to \$116,554.32. The number of boxes of oranges shipped was 238,597; and of lemons, 8878.

With the growth of Los Angeles, the springing up of other seaside towns, and the steady increase of the

to all strangers and offer them every advantage for comfort and convenience.

In addition to the delights of the home, the



# Six More Transcontinental Railroads Headed for Los Angeles.

## EXTENSIONS PLANNED.

SIX great transcontinental railroads are planning extensions to the Pacific Coast with Los Angeles as the focal center; calling for a total expenditure of between \$600,000,000 and \$100,000,000.

Three railroad systems, with an aggregate mileage of 27,862 miles, now enter Los Angeles. The systems that are planning extensions have a present aggregate mileage of 51,610 miles. They are:

Rock Island	8,040 miles
St. Louis and San Francisco	5,263 miles
Great Northern	6,279 miles
Gould lines	15,281 miles
Burlington	9,020 miles
Chicago and Northwestern	7,637 miles

Total ..... 51,610 miles

Present lines:

Santa Fe	10,642 miles
Southern Pacific	16,121 miles
Salt Lake	1,099 miles

..... 27,862 miles

Proposed lines ..... 51,610 miles

Total ..... 79,472 miles

James J. Hill, railroad builder, organizer and operator, is invading the golden field of opportunity so long claimed by the interests represented by the late E. H. Harriman. Already construction gangs are at work on the road that is to connect the Great Northern system at the Oregon State line with San Francisco, and hence through the Imperial San Joaquin Valley to Los Angeles; and it does not take much of a prophet to predict that by the time the Panama Canal is completed the Hill interests will have a Pacific Coast line from the northwest corner of the United States to the Gulf of Mexico.

Not content with extending the Great Northern, Hill has plans for pushing another of his great railroad properties to Los Angeles. Surveyors are now laying a line for an extension of the Burlington system to this city. The Colorado Midland, also a Hill controlled line, will bring the Burlington to Salt Lake, from which point a line will be built to this city, if present plans are realized.

Not to be outdone by its always closely contesting rival, the Chicago and Northwestern has a corps of engi-

neers busy surveying a line from the westernmost point of the Northwestern system at Lander, Wyo., to Los Angeles.

When the Gould interests started to build a through line under one management from the Atlantic Coast to the Pacific, it was part of the plan to have two important terminals at the western end, one at San Francisco and the other here. The former terminal is now in use and plans are perfecting for a short line tapping the Western Pacific main line at Shafter, west of Salt Lake, and having for its western terminus, Los Angeles.

Construction has begun on the extension which is to bring the Rock Island system to Los Angeles, and which, when built, will give that great system a through line under its own management from Chicago, St. Paul, Minneapolis, and St. Louis to the Pacific Coast.

Following his original announcement in The Times last June that the St. Louis and San Francisco Railroad would be extended to this city, B. F. Yoakum, chairman of the board, has announced a traffic agreement with the Santa Fe for a through passenger and freight service from St. Louis, Memphis and New Orleans to Los Angeles and San Francisco. Meanwhile plans are being perfected for the building of an extension from Quanah, Tex., to Los Angeles after which the 'Frisco will operate over its own tracks to the Pacific Coast.

The possibility of a link between the western end of the great system controlled by Hill, one by way of the Great Northern, and the other an extension of the Burlington, is fraught with much advantage to this State. The Great Northern and the Burlington and their allied lines extend from Portland, Tacoma, Seattle and Vancouver to Duluth and Chicago on the Great Lakes, Minneapolis, St. Paul, Burlington, Quincy and St. Louis on the Mississippi River; Omaha, Kansas City and St. Joseph on the Missouri River, thence westward to Denver.

The Chicago and Northwestern touches the Great Lakes at three points and swings westward through prosperous States to the western boundary of Wyoming. It was the first road to build a double track line to the Missouri River, touching that stream at Omaha.

Hardly had the Western Pacific pushed its line through Feather River Canyon to San Francisco when plans were being made for the construction of the proposed second line to Los Angeles. It provides for the building of an air line from Shafter, a station on the main line of the Western Pacific west of Salt Lake, to this city. With this line completed, Los Angeles will have connection with the Gould system, including the Rio Grande lines, the Missouri Pacific, the Wabash, and allied lines to the Atlantic Coast. In the East the Gould system reaches from the Atlantic Coast to Pittsburgh, the greatest traffic center in the world, Buffalo, the Great Lakes gateway, and thence to Chicago, St. Louis and Kansas City. From St. Louis, Gould lines run everywhere South and West. They thread the val-

leys of the Arkansas; throw arms from side to side of the State of Louisiana, and spread like a radiating fan far out upon the plateaus of Texas. They brave the parching heat of the Staked Plains; and the Missouri Pacific, stretching across Missouri and Kansas to Colorado, meets the Denver and Rio Grande at Pueblo, and crossing the Rocky Mountains, connects with the Western Pacific at Salt Lake, thence reaches westward to San Francisco, and in prospect to Los Angeles.

Mr. Yoakum, in outlining the purpose to extend the St. Louis and San Francisco from Quanah, Tex., to our city, said that a survey made twenty-five years ago would be used, requiring the building of less than 900 miles of main line track to link the 'Frisco system with this city. The 'Frisco touches the Great Lakes, stops at St. Louis on its way southward to Birmingham and New Orleans, has a second gulf terminal at Brownsville, Tex., and gridirons Missouri, Oklahoma and Texas, with an offshoot at Quanah, which, when extended to the Pacific Coast gives a short line from Los Angeles to Kansas City, St. Louis, Chicago, Memphis and Birmingham.

The Rock Island traverses so many States that its officials review an immensely rich empire when they refer to the "Rock Island States of America." It has terminals at Duluth, St. Paul, Minneapolis, Chicago, St. Louis, Kansas City, Denver, Colorado Springs, and El Paso, from which latter point through trains from Chicago and intermediate points bring thousands of tourists to Los Angeles by way of the Southern Pacific company's tracks. Owners of the El Paso and Southwestern have recently increased their holdings of stock in the Rock Island with the avowed purpose of extending the Southwestern from its present terminus at Benson to Los Angeles, giving the Rock Island a through line under practically its own ownership from the Great Lakes and its other important eastern terminals to the Pacific Coast.

With the construction of lines now under way or projected there will be added to the 27,862 miles now centering here, 51,610 miles, making a total of 79,472—thus giving to Los Angeles and Southern California direct touch with all sections of this great country by direct lines from the Great Lakes, the Atlantic Coast, to the Gulf of Mexico, with every part of the long stretch to the Pacific Coast, gridironed by rails.

This leaves but one great railroad system west of the Missouri River that has not well-defined plans to invade Southern California with a steel highway. That is the Chicago, Milwaukee and St. Paul, which has recently crossed the western half of the country with a line from the Missouri River to Seattle and Tacoma.

A line that is being built in Southern California, but with no present announced intention to come up here, is the San Diego and Eastern, which is being constructed from San Diego by way of Tia Juana to a probable connection with the Southern Pacific at El Centro or Calexico in the Imperial Valley.

JOHN M. STEELE.

## Great Financial Undertakings Under Way in California.

### TWO HUNDRED MILLIONS.

It is only in the last decade that capitalists have realized fully the opportunities existing in California, and the great development that has taken place during this period and which is now in progress, is evidence that the great financial interests of the country are now fully awake to the great resources and wonderful opportunities offered in the Golden State.

While gold is still mined to some extent, the great resources of this State in the future will be agricultural and industrial. At the present time there is appropriate underwritten and available for use in various enterprises in California, a sum of money probably in excess of \$200,000,000; and it is doubtful if there is any other corresponding territory in the world where so large an amount of money is being spent in profitable enterprise and development.

It is possible to enumerate only a few of the more important enterprises in an article of this kind.

That which will attract the most attention from the world's standpoint is the Panama-Pacific International Exposition to be held in San Francisco. Approximately \$100,000,000 has already been raised, and this is far more than any other exposition has heretofore had to fight with. This money is to be expended in building an exposition, in securing the participation of States and foreign governments and in a publicity campaign which will bring the people to the exposition in 1915.

Next in importance of public expenditures is the \$18,000,000 appropriated by the State and the \$10,000,000 more appropriated by the various counties for the building and maintaining of permanent highways throughout the State. Already the principal roads of the State are as good as they average elsewhere; but with the expenditure of these vast sums of money, California will probably become the most attractive State in the Union from the standpoint of good roads, and as much as these will be open both summer and winter on account of the congenial climate, it is safe to presume that the motorists of the entire world will come or later visit and enjoy them.

The city of Los Angeles voted \$23,000,000 for the building of an aqueduct to bring the Owens River water to that city. Already about \$18,000,000 of that money has been used and in the course of a short time the remaining sum will also be expended.

Los Angeles has also voted \$6,500,000 to improve its harbor and develop the water power in connection with

the aqueduct system, all of which will be expended in the near future.

San Francisco has voted a large quantity of bonds for the purpose of improving its water system and nearly every city and county in the State has sold bonds in varying amounts for the improvement of public service and to bring the communities up to the standard required by the rapidly-increasing population.

In the way of private industry, the railroads and the power companies lead. The Southern Pacific Railroad has spent great sums of money in improving their terminals and all of their property in the State.

### TROLLEY LINES.

Although the Western Pacific Railroad is now in operation, it is still expending a great deal of money in improving its properties in California.

A railroad is in process of construction from San Diego to Yuma that will open up a large portion of the State.

The electric railroads owned by the Southern Pacific in and about Los Angeles have been consolidated and a new bond issue of \$100,000,000 has been or will shortly be authorized, the proceeds of which will be used in developing interurban traffic in Southern California.

The various electric lines in San Francisco, Oakland and vicinity have been in successful operation for some years, but it is only recently that electric railroad building on a large scale has been attempted throughout the central or northern part of the State. The pioneers in this work have built the Northern Electric Railway which already has 144 miles of track in operation. In addition to its lines now operating, it contemplates the building of electric railroads from Chino to Redding through Red Bluff, a distance of seventy-six miles; Marysville to Colusa via Meridian, a distance of twenty-one miles; and from Sacramento to Folsom by way of Orangevale, a distance of about eighteen miles. The company has an authorized bond issue of \$25,000,000, of which \$7,000,000 has already been sold. The great benefit to the community resulting from the construction of this railroad is evidenced by the rapid increase in population, the extensive subdivision of land heretofore held in large parcels and the general development of the commercial and industrial centers through which the railroad passes.

Since the commencement of the construction of this road it is safe to estimate that the population has increased 50 per cent.

### POWER COMPANIES.

The great watershed of the Rocky and Sierra Nevada Mountains has now ceased flowing undisturbed to the sea and power companies have been organized for the purpose of using these waters in developing a power that promises to be in more common use and at a lower price in California than in any other State in the Union.

In the southern part of the State there are two large power companies, the Southern California Edison Company, which, with its various water powers, now develops about 60,000 horse power; and the Pacific Light and Power Company, controlled by H. E. Huntington and associates. This company now generates and sells about 80,000 horse power, but it has already financed one of the greatest power projects in the world located in the San Joaquin Valley and work is now in progress. This project when completed will produce 300,000 horse power. It takes the water from the big creek of the San Joaquin River at an elevation of 7000 feet. The top of the dam at the main reservoir is 7000 feet above the sea level and the reservoir will contain 302,000 acre feet. The enormous drainage which supplies this stream is at an even higher elevation. The stream has a normal flow of about 230 cubic feet per second and in a distance of about five miles drops 4000 feet. Farther down the stream there is another drop of nearly 2000 feet more.

The roads incidental to constructing the dams and power houses of this great project will cost about \$500,000 and the entire development when completed will cost about \$25,000,000. It is supposed that this horse power will be used largely by the Southern Pacific Railroad, Pacific Electric Railroad and the Los Angeles Railway Corporation. All of the power is destined for use in Southern California.

In the central part of the State the great power company is the San Joaquin Light and Power Corporation. This company has already expended about \$7,000,000 in developing on the north fork of the San Joaquin River and during the coming year will expend in the neighborhood of \$1,500,000 more in extending its system.

In the northern part of the State the company which is developing the greatest amount of power from water is the Great Western Power Company. It is now constructing dams on the Feather River that will impound 40,000,000,000 cubic feet of water and when its works are completed this company will develop in the neighborhood of 500,000 horse power, all of which will be used in and about San Francisco. Over \$18,000,000 has so far been expended on this project.

The Pacific Gas and Electric Corporation has already developed a large amount of power, but is doing comparatively little in additional water power development.

C. E. WOODSIDE.







# IN THE HEART OF LOS ANGELES

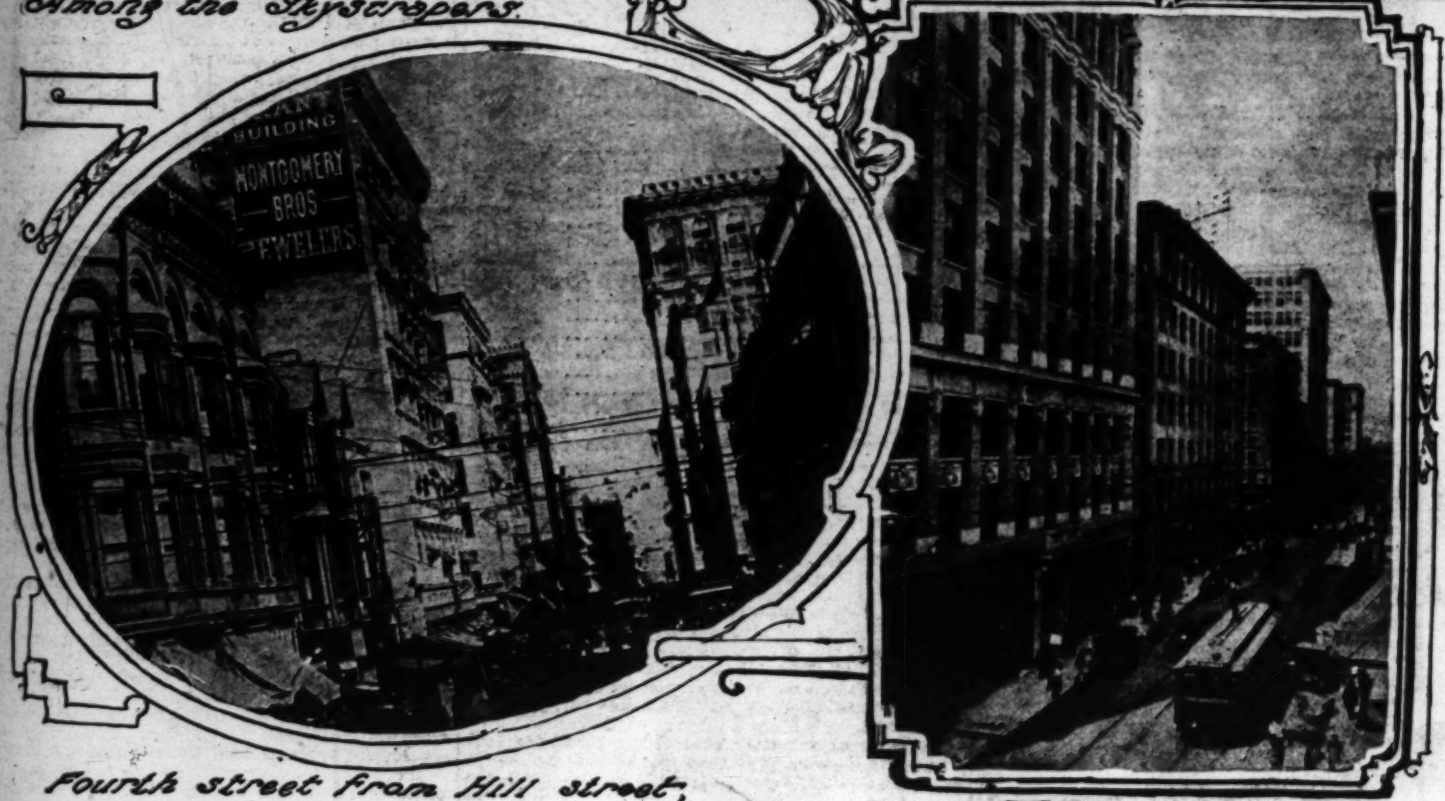


*County Court House  
and Hall of Records.*

*Looking north on Broadway.*



*Among the Skyscrapers.*



*Fourth street from Hill street,  
looking east.*

*Sixth street looking west  
from Main.*



## Capital's Many Chances in the Growing Southland.

### MONEY MAKES MONEY.

LOS ANGELES has had banks for about half a century. Not until 1888 were there enough of them to call for a clearinghouse. Such an institution was formed in that year, in the month of September, and for the first full year of its history it is found that the total clearings of the banks, then numbering thirteen, amounted to \$33,238,130. This was just at the close of the first and somewhat premature boom in real estate. The growth of Southern California was not set back and was scarcely retarded by the collapse of that boom. In the year 1900, or a little more than a decade after the formation of the clearinghouse, and when matters began to move with great rapidity in all branches of development, the annual clearings amounted to \$123,692,555.55. Five years later these settlements through the clearinghouse yearly amounted to a total of \$478,985,398.40. In 1910 the figures rose to the vast sum of \$811,377,487.47. Not to make these figures tiresome, the growth of the clearings for the ten years of the current century will appear to be about 500 per cent. The growth of population in the ten years is at the rate of about 200 per cent.

Looking at deposits in the banks, we find that in 1887 eight banks held a total of \$11,128,668. In 1895, seventeen banks held \$12,572,772. In 1900, eighteen banks had total deposits of \$24,006,663. In 1905, thirty banks, \$70,883,871, and in 1910, forty-two banks were entrusted with the care of the people's money amounting to \$122,932,955. If we take the first year of the history of the clearinghouse, when the banks held deposits of little more than \$9,000,000, and the figures for 1910, we shall find the increase in deposits is almost 1100 per cent.

The same rule of rapid growth will be found in all the departments of the banking institutions of the city. For example, in the first year of the clearinghouse operations the capital of thirteen banks amounted to \$2,315,200, surplus and undivided profits to \$1,484,932, and the total resources to \$13,426,372. To 1905 the number of banks increasing to thirty, showed a growth of 350 per cent. In capital, of 300 in surplus and undivided profits, and of nearly 700 in total resources. In 1910 the forty-two banks had a capitalization of \$13,255,018, surplus and undivided profits \$8,598,003, and the total resources were \$150,207,803. Comparing the twenty years period or thereabouts, the increase in capitalization was 500 per cent., in undivided profits 600 per cent. We have given above the increase in deposits, which was more rapid than the other items, swelling the total resources as given above from a little over \$13,000,000 to over \$150,000,000. Los Angeles is noted, and has been so for all these two decades, as the city of most rapid growth in the world. For several years past it has been growing more rapidly than any other city in the history of the world, and the increase at the present time is not merely at an arithmetical, but at a geometrical ratio.

At the time of writing this article there were forty banks in the city, with deposits amounting to \$138,218,417.86, showing an increase of more than \$15,250,000 for the year past; loans and investments of \$125,212,369.49, an increase over the even date twelve months before of more than \$12,300,000; an aggregate capital of \$13,675,350, an increase of nearly half a million; undivided profits falling just below \$10,000,000, an increase of \$1,400,000; and total resources of \$172,401,759.63, an increase of over \$22,000,000.

These financial institutions, with only negligible exceptions, pay annual dividends of from 6 to 24 per cent. Several pay 20 per cent., several others 15 per cent., and a greater number of them 12 per cent.

### PAYING ENTERPRISES.

All these funds find prompt investment in paying enterprises in Los Angeles and the country round about.

Of course dealings in land of all types call for the use of a great deal of money. The improvement of these lands in many ways offers opportunity for the investment of other vast sums of money running into hundreds of millions of dollars. Taking the city of Los Angeles alone, the building of new residences, mercantile houses, office buildings and factories shows an investment of never less than \$1,500,000 in any month of these current years, and some months the figures run to \$3,300,000. For the year 1910 the total investment in new buildings in the city of Los Angeles amounted to about \$23,000,000. For the year 1911, at the writing of this article, the full figures are not obtainable. They will be found elsewhere in this issue of The Times. As the article is being written it looks like not far from \$30,000,000. These figures cover only the city of Los Angeles. There are at least a hundred other cities and towns in the surrounding district growing very rapidly, the new buildings representing the investment of many millions of dollars.

There is a Chamber of Commerce in Los Angeles whose membership runs to over three thousand names. This organization of business men a few months ago published a carefully-prepared pamphlet giving the names of 2302 industrial corporations and firms doing business within the city limits. The annual output of these several factories is worth not much less than \$100,000,000. The capital invested in them is \$100,000,000, and the number of men employed 30,000. These industrial concerns range from the builders of aeroplanes through automobiles and car shops, cabinet-makers, to foundries where structural iron is turned out, and nearly all the varieties of industries known in the largest cities in the world.

### FINANCING THE CROPS.

The money required to finance the annual crops of Southern California may not amount to so much as that called for by the cotton crops of the Gulf States, the wheat crops of the winter and spring-wheat belts, or the corn crop of the corn belt, but remember, open-

mined and intelligent reader, you are considering here only one city, and that not New York or Chicago, and the territory around it amounting to one-third of one State. The cotton crop is distributed over nearly a dozen States, the wheat crops over more than a score, and the corn crop over a larger number. Yet Southern California, for the crop season November 1, 1910, to October 31, 1911, turned out over 14,000,000 boxes of citrus fruit, worth on the tree \$14,000,000, the gathering and packing of them to \$7,000,000, and their transportation East to almost the original value of the crop. The combined figures are \$35,000,000. The horticulturists who grow these oranges and lemons are obliged to finance directly or indirectly the harvesting, packing and shipping of the crop, including the railroad freight to eastern markets. To finance the total crop operations of all Southern California opens a gate for the continual investment of several times this sum of money.

The capitalist seeking investment must remember that he is reading here of a city and section increasing in population and cognate development whose growth is at a pace never known before. New population pours in here at the rate of perhaps 50,000 a year. These newcomers come very largely fore-handed, but coming to a new country and entering into new enterprises, they very naturally need liberal accommodation at the hands of the capitalist. Southern California is very far from eastern centers of manufacturing enterprises where supplies of various kinds must be sought. The railroads enjoy a very long haul, and the cost of transportation is very great. With this rapid growth of population the manufacturing enterprises here at this time need constant enlargement, and there are all the time arising numerous opportunities for the creation of new industrial enterprises. If these are established on a right basis, there is little danger of failure. By right basis one would naturally mean that the promoter first of all understand the business he is entering into; second, that he is a man of suffi-

### CALIFORNIA'S CROP STATISTICS.

A bulletin of the thirteenth decennial census, just to hand, gives California credit as follows for her principal crops:

Hay and forage	\$42,187,000
Barley	17,185,000
Wheat	6,324,000
Dry edible beans	6,293,000
Potatoes	4,879,000
Oats	2,637,000
Hops	1,731,000
Corn	1,077,000

Total value of these eight principal crops, \$82,313,000.

In addition the State had crops of buckwheat, rye, kafir corn, emmer and spelt, sweet potatoes, some tobacco, cotton, hemp, various seeds and broom corn, to say nothing of the minor crops, and the fruits, vegetables, etc.

### TEN YEARS' INCREASE IN ACREAGE.

Hay and forage, 13.1 per cent.	293,710
Barley, 16.1 per cent.	165,511
Dry edible beans, 244.1 per cent.	111,964
Potatoes, 60.8 per cent.	25,590
Oats, 25 per cent.	38,424
Hops, 21.8 per cent.	1,501

Wheat, 82.2 per cent.	2,205,183
Corn, 3.7 per cent.	1,995

### YIELDS BY QUANTITIES.

Barley	Bushels
Yield per acre, average	26,441,954
Value of yield per acre, average	\$14.40
Wheat	6,203,206
Yield per acre, average	13
Value of yield per acre, average	\$13.20
Dry edible beans	3,323,603
Yield per acre, average	21
Value of yield per acre, average	\$39.85
Potatoes	9,824,005
Yield per acre, average	145
Value of yield per acre, average	\$72.10
Oats	4,143,633
Yield per acre, average	22
Value of yield per acre, average	\$13.70
Corn	1,273,901
Yield per acre, average	25
Value of yield per acre, average	\$20.75
Hay and forage, tons	4,327,130
Yield per acre, tons, average	1.7
Value of yield per acre, average	\$16.65
Hops, pounds	11,994,953
Yield per acre, pounds, average	1,430
Value of yield per acre, average	\$206.30

Most of the many miscellaneous crops were well above the principal and usual crops in value per acre. During the last thirty years the crop of hay and forage has increased more than two and one-third times; barley has more than doubled; dry edible beans more than tripled.

Barley, a California specialty (fortunately left alone by the failure of Canadian reciprocity, so-called) ranks first among the State's cereals, comprising about three-fifths of their total acreage and total value. Wheat ranks second, with an acreage and value slightly more than one-third as great as barley. Oats stand third.

The average value per acre of the cereals in 1909 was \$14.25, less by \$2.40 than that of hay and forage and about one-fifth that of potatoes. Corn had the highest average value per acre of the cereals; rye the lowest.

"Grains cut green" rank first among the hay and forage crops, with alfalfa a good second; "prairie grasses" stood third.

ciently ripe experience in business to study the market over carefully before he undertakes anything; that he has sufficient capital of his own to warrant the lender of capital to join him in liberal support of what he undertakes. The man who goes into a new line of manufacturing or other business in this way enjoys the advantage of a home market where he may find defiance to his competitor on the other side of the continent whose goods must pay a heavy tariff to the railroad before they reach the consumer at the door of the home factory. The man of ripe business experience of course will realize that the great manufacturing concern, even although situated far away from the point of application, has an advantage over the small concern that does things on a correspondingly meager scale. Such elements as this in the problem demand from the investor the most careful scrutiny.

### STABLE CONDITIONS.

As to the security of investments in Los Angeles and the country round about, it may boldly be stated that more stable conditions exist nowhere. Taking for example the history of banking for the last twenty-three or twenty-four years, it is surely remarkable that there has not been a bank failure of any magnitude sufficient to call for comment in Los Angeles in all that time. The largest savings bank in the city was founded but a little over twenty years ago. On July 1, 1911, the deposits in this bank amounted to over \$31,000,000, of which more than \$26,500,000 was out in safe investments. It had increased its capital to \$1,000,000, and had surplus and undivided profits of more than as much more money. Its total resources amounted to nearly \$33,500,000, and large as its capitalization is, it paid 15 per cent. to its stockholders. It added to its surplus profits or put into investments probably more than as much more for the benefit of its stockholders. Another savings bank in the city, organized about the same time, has deposits of more than \$16,000,000, of which less than \$1,000,000 remains uninvested. With a capitalization of \$700,000 and surplus and undivided profits of more than \$500,000, it paid 20 per cent. to its stockholders. The largest commercial bank in the city at this time was organized more than thirty years ago. Its deposits amount to more than \$16,250,000, of which all is out earning money excepting about \$1,000,000. This bank has a capitalization of \$1,500,000, surplus and undivided profits more than \$2,250,000, and paid its stockholders a dividend of 20 per cent. The next largest commercial bank and the oldest of all in the city, but reorganized in 1903, has deposits of a little less than \$12,300,000, of which \$10,879,000 is out working for the stockholders. The capital of this bank is \$1,500,000, and its surplus and undivided profits fall just short of \$1,000,000. Its stockholders received in 1910 a dividend of 15 per cent.

The banks are an index of industrial conditions in all branches of enterprise. This article is discussing conditions for the past twenty years. There have been ups and downs in American business during that time, and failures have fallen on the business world in all branches as thick as autumn leaves in the woods. The first part of this bi-decennial period was one of great distress all throughout the United States. Indeed, the whole ten years from 1890 to 1900 were marked by general business stagnation. The people of the country will not soon forget the sharp panic of 1907, which although of short duration, was one of the most severe ever experienced in the country. During all these twenty years, when business conditions were at their worst, there was very little stagnation known in Southern California. Failures were very much fewer than anywhere else in the country. At no time were the industrial enterprises of the city of Los Angeles or the surrounding country positively crippled. The growth of the city was steady, when things were at their worst, and while the building trades were not so busy as at the present time, there was a great deal going on in that direction. In twenty years there has been no general crop failure in Southern California. With new population coming in, bringing new capital, with pretty liberal investments at the worst of times in agricultural lands and the development of them, with the preparation of new homes for the incoming people, and with all the crops fairly good to very good, there has been always an opportunity for our people here to gain a livelihood and pay their bills. These are the reasons why failures are few and the loss of capital correspondingly small.

### THE FUTURE.

As to the future, while The Times would rather light the feet of the capitalist seeking investment by the facts of the past than by prophecies for the future, it may safely be pointed out that with the incoming here of the Owens River water at the end of the twelve month beginning today, and with the vast development of electrical horse power, with the Panama Canal opening in sight at the end of three more years, the future of the city and section seems secure beyond the vicissitudes of fortune.

A great commerce with the South American coast, both on the Pacific and on the Atlantic, seems certain to develop with the opening of the big ditch. Here will be a market for the products of our soils and mills. With the great supply of power from the aqueduct and with the certainty of cheap power from steam generated by oil, there is an opportunity very apparent for the creation of new industrial enterprises and the investment of much new capital. These two things are coupled together here for the reason that the investor seeking opportunity for his funds will have none too much time to determine what form his investment shall take, where the plant shall be laid down, and to get the concern in active operation in the time the Panama Canal is opened.

G. W. BURTON.



# The Great Citrus Fruit Industry of Southern California.

## ORANGES, LEMONS, GRAPE FRUIT.

THE Washington navel orange was introduced into California in 1873. In 1911 one billion six hundred thousand of these luscious oranges were shipped from the State to all parts of the United States and Canada and to other foreign countries as well. They filled 27,000 cars, holding 396 boxes each, and were shipped from November to June.

The navel orange was found in Brazil and was sent to the Department of Agriculture in 1870. The two trees sent from Washington to Riverside three years later are landmarks in the progress of California horticulture. Seedling oranges that had been scattered here and there by the Mission Fathers had already given California distinction as an orange growing State. The old seedling orchards are still fruitful and produced 79,000,000 oranges in 1911.

The beautiful navel, which was called the Washington, delicious in flavor, rich in quality, prolific and precocious in habit, above all, seedless, with wonderful shipping qualities, has redeemed thousands of acres from the desert and converted the mesas and the valleys of Southern and Central California into a luxuriant garden spot where 10,000 citrus farmers have built homes, and where the water that is piped from the mountain streams or lifted through wells to irrigate his orchards has made the farmer master of his land and of his crops.

These two trees of the Washington navel are the progenitors of the golden wealth of Southern California. Both of them still live in Riverside, one in the court of the Mission Inn, where it was transplanted by Colonel Roosevelt, while President, in 1903, the other protected and cared for as a historic specimen at the head of Magnolia drive.

### THERE ARE OTHERS.

There are other oranges than the Washington navel which add to the wealth of California. The Valencia is a summer variety, seedless also, and is shipped from May to November, when the navels begin to go forward again, the two varieties making a continuous succession of oranges throughout the year. Eight thousand five hundred carloads of Valentias were shipped from California in 1911, containing more than 500,000,000 oranges. The Valencia is the only commercial summer orange in the world. It is rich in quality and sweet in flavor. The trees are large, free growing and prolific.

The Valencia is one of the most important of the American summer fruits. It commands itself to the tradesman. It is the only fruit that can be handled without loss in the summer in the South, in the semi-arid plains area from Texas to Manitoba, and everywhere from the Pacific to the Atlantic. If it is not sold today, it is just as good tomorrow, because a carefully handled orange will not rot. When no other summer fruit can be obtained in the inland villages, the California Valencia and the refreshing California seedless lemon can always be found in every store and on every fruit stand.

### COST OF GROVES.

There are about 145,000 acres of oranges in California, with thousands of acres of land unplanted that are available for planting. The orchards contain 5 acres, 10 acres, or are of large size up to several hundred acres. The groves sell for \$1000 to \$2000 or more per acre. It costs about \$1200 to bring an acre of orange grove into full bearing at 7 or 8 years old, including the cost of the land with water, the preparation of the land for planting, including the felling, the purchase and planting of the trees and the annual care of the grove during the non-productive years. The bearing orange groves yield on the average, about 150 packed boxes per acre. It costs from \$0.75 to \$1.00 per packed box to grow the fruit, 10 cents to pick and deliver it to the packing-house, and about 30 cents per box to pack it and place it on the cars. It costs 83 cents to ship a box to most parts of the United States and about 20 cents a box for refrigeration for nearly half the crop.

## SEEDLESS LEMONS.

### JUST ATTRACTING ATTENTION THOUGH HAVE BEEN GROWN FOR ABOUT TWENTY YEARS.

[San Bernardino Sun:] The achievement of producing seedless lemons, so long worked for by scientists, is something more to the credit of Rialto, having at last been accomplished by a local citrus grower.

The strange thing about it is that it has existed for about twenty years without any knowledge of it, and until eight years ago it was absolutely undiscovered. At that time the attention of I. E. Bush was attracted by the more than ordinary production of a row of lemon trees on a grove adjoining one of his own. Mr. Bush states that row produced more fruit than his five acres, under the care of the same man. Investigation prompted by curiosity disclosed that those lemons were seedless and the trees nearly thornless.

Mr. Bush since the first discovery has carefully watched these trees, cutting many thousand fruits, and is that time he found just one seed. So it may be said that these lemons are as seedless as the navel orange.

Correspondence with botanical and horticultural authorities leads to the conclusion that this variety is absolutely unknown in the old world, although, strange to say, some part of Italy was the place the original buds came from.

In 1890 a local nurseryman sent a request to the Department of Agriculture at Washington, D. C., for some buds of the citron of commerce, and in due time a package of buds arrived from an Italian port, the

The lemons of California, too, are seedless. They are grown in perfection on the frostless mesas in the orange belt. They are unlike any other American fruit. They grow, bloom and bear continuously when the trees are properly cared for. The lemons are picked without respect to maturity when they reach the size that the market desires. A well-managed grove is picked from 9 to 11 times each year. The lemons are washed after picking, separated by color or maturity, cured for a month or more, graded, sized, wrapped in tissue paper and packed in boxes holding 75 pounds of fruit. They are shipped in carload quantities to the West and Central Western States and about one-fourth of the crop to the Atlantic seaboard.

The cheap peasant labor of Italy, the low standard of living, and the cheap water rate of 25 cents a box make it difficult for the California lemons to compete with the Sicilian lemons on the Atlantic coast, though the duty of 1½ cents per pound on imported lemons equalizes the difference in cost of production, though not the freight rate. The foreign fruit is handled by a small coterie in Sicily, a still smaller group of speculators in New York, who with the thousands of Italian push-cart men, and small fruiterers form a blood-tie relationship that has been a powerful factor in the development of the foreign industry in America.

### THE LEMON BUSINESS.

Two million and a quarter boxes of lemons were shipped from California in 1910-11 containing nearly 750,000,000 lemons. They have been sold to the consumers at an average price of about 1½ cents each, or 20 cents a dozen. There are now 25,000 acres of lemons in California. We import 2,000,000 boxes, on which the government collects a duty of over \$2,000,000. There are at least 65,000 acres of land unplanted that are as well adapted to the lemon as the acres already planted. A few years ago California supplied one-third of the total consumption of lemons. Now it supplies one-half. The California lemon is growing in favor all over the United States. The fruit is of high quality and is packed with rigid honesty. The increased demand for fruit, the increase in population and the acres available for lemon planting give the California lemon industry a peculiarly bright future.

Lemon growing is a highly specialized industry. Every cultural operation is of the most intensive kind. The care in handling the fruit has been developed as in no other horticultural industry. It costs \$1.00 a box to grow the fruit, and 90 cents a box to handle it from the tree to the car. The well cared for groves bear on the average 200 boxes per acre. It costs \$0.96 per box to ship the fruit, and about 16 cents a box for refrigeration on 6 to 10 per cent of the crop.

There is a great deal more labor connected with the handling of the lemon than with the orange crop. The fruit is picked more often, with greater care as to size and with more physical care because the shape of the lemon makes it more easily bruised. The curing, the rehandling of the lemon in the packing-house to eliminate decay and the extra work in packing a box of lemons, which contains more than twice as many fruits as a box of oranges, increases the cost of handling about 50 cents per box.

### SEEDLESS GRAPE FRUIT.

Then there is the seedless grape fruit. It grows to perfection in the lighter soils in California. It ripens in the summer after the grape fruit of Florida, Porto Rico, Cuba and Jamaica has been harvested. The California seedless grape fruit with the seedless Valencia make a refreshing, cooling, summer salad that has no equal among the many appetizing hot summer salad fruits. Only a few grape fruits are grown in California. They are a valuable asset in any citrus grove and the growing appreciation of the grape fruit as a breakfast and salad fruit gives it a particularly bright future when planted in limited quantity.

It is a wonderful showing that is made by these citrus fruits of California; eighteen million boxes of oranges and lemons, over 46,500 carloads and nearly 7,200,000,000 fruits! California has produced this enormous

name of which is forgotten. In the package were two smooth pieces of bud wood, while as everyone knows the citron is frightfully thorny. These smooth or thornless buds produced thirty-five trees, which were duly sold to a few Rialto pioneers as "thornless citron of commerce" for a fancy price. When they came into bearing and it was found that they produced lemons, most of the trees were budded over, but fortunately twelve of the original trees were preserved, so that this valuable variety is being perpetuated. Quite an acreage has already been set in this vicinity, and Mr. Bush states that he will set forty-five acres next spring and possibly more.

There is some reason for believing that in addition to being seedless, this lemon is more hardy to frost than the common varieties; as during the cold winter of two years ago when all the surrounding trees suffered severely, these trees escaped damage, and produced a full crop the following summer. It is the opinion of several lemon experts that this freedom from frost damage is largely owing to the open growing of these trees, which naturally assumes the form sought after by the most expert pruners.

Mr. Bush is propagating these trees by the thousands and has appropriately named them Rialto seedless lemons.

### RIVERSIDE CITRUS CROP.

[Riverside Press:] The orange and lemon season for 1910-11 closed officially on October 21. The total output reached 5750 cars; only twice in the history of the industry in Riverside has this total been exceeded, in 1904-05 we shipped 6063 cars, and in 1908-09, 6081 cars.

Prices averaged unusually good during the past season and the net returns to growers were probably

ous quantity of citrus fruits in 1910-11. It includes 10,000 citrus farmers, who employ 25,000 laborers, which supports directly and indirectly not less than 150,000 people, and which represents an investment of \$175,000,000.

The citrus industry has not reached its full development in California. Groves have been planted steadily in the last few years. The increase in the duty on lemons from 1 to 1½ cents per pound in 1909 in the Payne-Aldrich bill gave a great stimulus to lemon planting. Young groves from 1 to 2 years old are scattered through every county from Santa Barbara to San Diego and from Los Angeles to Riverside. Three thousand acres of lemons were planted in 1911 and three thousand each in 1909 and 1910. There are probably 170,000 acres of citrus fruits in California at the present time.

### HOW BUILT UP.

The citrus industry in California is one of the best examples of an agricultural industry built up through the encouragement of a protective tariff. Italy produces 50,000 carloads of lemons under Southern European peasant conditions; Spain exports 40,000 carloads of oranges that are produced at a labor cost not over one-fifth the labor cost in California, and under a transportation rate not over one-third the cost of the California rate. Yet the California lemon is sold in the Eastern United States at the same price as Italian lemons in Eastern Canada, where they enter duty free; and California supplies an orange of higher quality, in more regular supply and at a lower cost than the orange imported fifteen years ago, when there was little or no duty on imports. The foreign fruit is bought and distributed by a few speculators who gamble in citrus fruits. The California crop is grown by American farmers who employ an army of high-priced labor, and it is distributed to the wholesale markets uniformly throughout the year, not by a small group of speculators, but by at least 8500 of the 10,000 farmers who produce the crop and who market it through co-operative distribution.

There is no danger of over-production of citrus fruit in California as long as the government protects it adequately and fairly with other industries, against the cheap labor of Southern Europe. The consumption of fruit as a staple article of food is increasing all over the world. Our population is increasing rapidly and the people are appreciating the seedless oranges, lemons and grape fruit of California as never before; and why shouldn't they, when a peck of golden navel oranges can be bought for less than a peck of apples, and lemons at a cent and a half apiece?

### SCIENTIFIC MARKETING.

The industries that are threatened with over-production are those that turn their products over to speculative trade. Over-production means bad distribution; and the California citrus industry has eliminated speculative trade; it is developing the markets systematically; it is increasing consumption by extensive advertising; and it has developed a scientific marketing system more fully than is to be found in connection with any other agricultural crop anywhere in the world.

The citrus industry is a high power industry. It has tremendous force behind it. The farmers are made up of laborers who have acquired small properties, of eastern farmers, doctors, lawyers, merchants and other business and professional men. They form a remarkable group of men, the most intelligent and the most progressive and the most experienced men to be found in American agriculture. They are a long way from the markets. They pay high wages, high freight rates; they have many difficulties to overcome. They cultivate intensively, fertilize highly, prune, spray, irrigate, fumigate, and carry on their cultural and fruit handling operations with remarkable skill and care. These are the conditions that make an agricultural industry attractive and are the foundation for success. These are the conditions that are attracting hundreds of progressive young men to the citrus industry in California; and with the delightful climate and the rugged mountain and the beautiful valley scenery of California, it gets in the blood and makes a country life environment that is irresistible.

G. HAROLD POWELL.

more than ever before in the history of the industry. The crop must have brought the growers close to \$3,000,000, and some estimates place it a little above that sum. Fully \$500,000 more was distributed in the valley for labor in connection with the harvesting hauling and packing of the crop.

The season's output of oranges was 1832 cars ahead of last season; lemon shipments fell fifty-three cars short.

### SANTA BARBARA WALNUTS.

[Santa Barbara Independent:] The Santa Barbara county walnut crop this year will bring more than a quarter of a million dollars, the greatest in the history of the county.

The shipments up to the present time from the Santa Barbara Walnut Growers' Association are worth \$167,000. It is estimated that this is about two thirds of the crop. To the total of this association there must be added the shipments of the Carpentaria association, which will undoubtedly bring the grand total for the county to nearly \$300,000.

### TEN MILES OF WILD GEESE.

[Riverside Enterprise:] A flock of wild geese, ten miles in length, passed over the San Bernardino Valley November 1. When the last fluttering geese were leaving San Bernardino the leaders of the flock were in Redlands. They were flying south.

### POPULATION OF SANTA BARBARA.

[Independent:] The population of Santa Barbara county, according to the latest census figures, is 27,738, while that of the city is 11,659. This shows a growth for the city of more than 5000 in the last ten year.





*Building Huge Oil Tank.  
The Electric River.*



# LIFE in DESERT MINING TOWNS



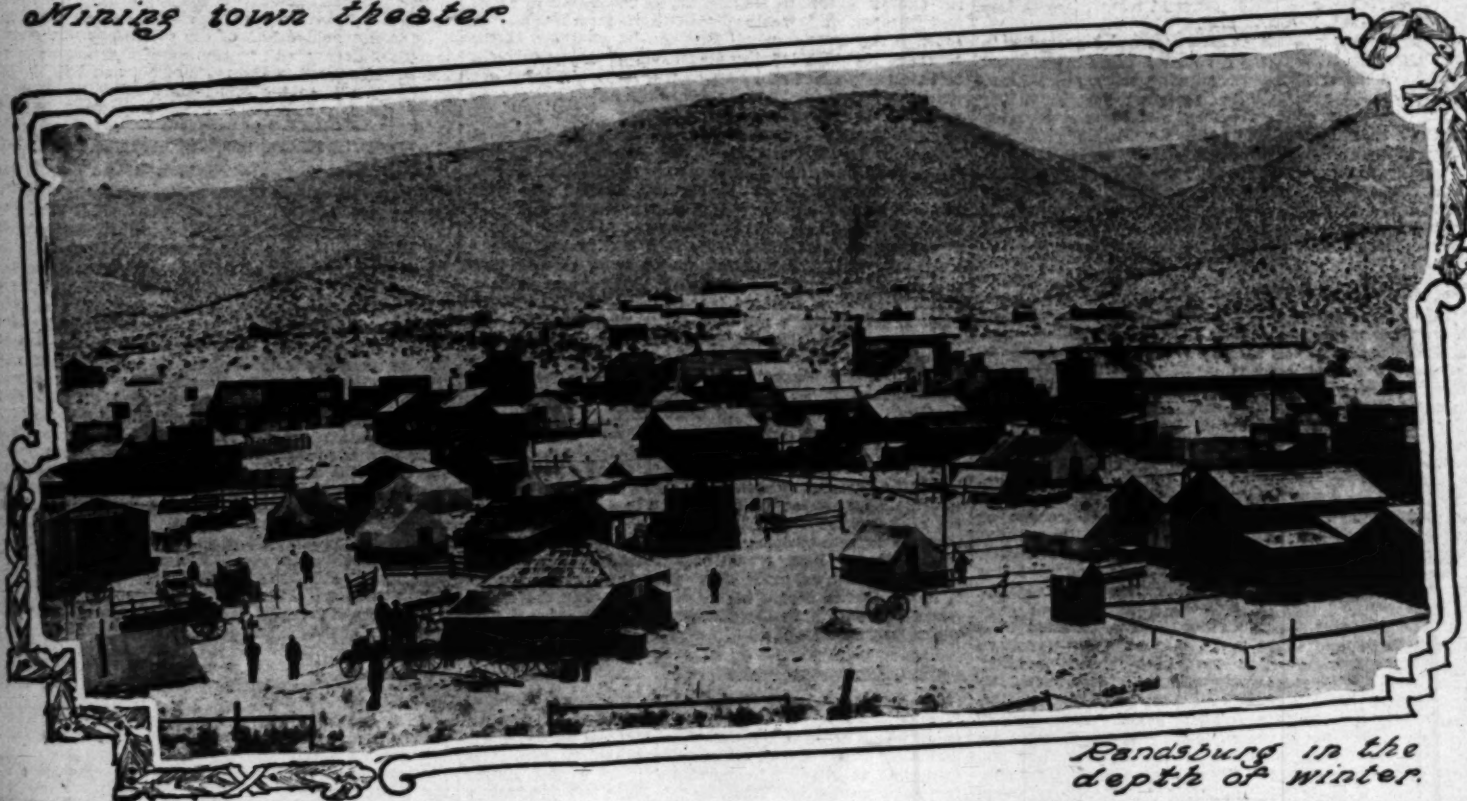
*Typical mining town saloon.*



*Mining town theater.*



*Hedges, a mining town on the Colorado Desert.*



*Randsburg in the depth of winter.*



## The Present Outlook for California Oil Producers.

### GOOD PROSPECTS.

**T**HERE are many things in connection with the general oil industry to encourage the operators of California. First and foremost is the fact that the business of producing and marketing oil in this State is rapidly being placed upon a permanent and systematic basis. While much development is being done in the several California fields, and many wells are being brought to production by small companies which may never expect to reach great prominence, the logic of the situation is centralizing effort in a few of the bigger companies.

That is, the oil corporations that can command sufficient capital, at a time when it is hard to sell stock in promotion companies, to carry on development, build pipe lines and ample storage, and convey the product to the very doors of an ever-increasing market. The oil production of California for the year 1910 amounted to 76,000,000 barrels in round numbers, and it has been estimated by eminent geologists that this rate of production can be kept up for the next fifty years. It is very probable that when the official figures are in for 1911 it will be found that the 80,000,000-barrel mark has been passed.

It is no doubt due to this state of affairs that such big oil companies as the Standard, the Union and the Associated are now, and have been for many months, engaged in vastly increasing their facilities. Great refineries are being erected and old ones are being enlarged; millions of dollars are being expended for adequate storage, and comprehensive pipe line construction is under way. These great sums of money would not be expended if the men at the head of the companies named did not have faith in the future of the oil industry of California.

### STANDARD'S ACTIVITIES.

Take the activities of the Standard Oil Company: many oil men thoroughly conversant with conditions have asked where the company expects to secure light oil in sufficient quantity to keep busy the great refinery it is building at El Segundo. This plant is expected to handle 40,000 barrels a day when running at full capacity. At the same time the Standard is greatly enlarging its plant at Point Richmond, now the biggest refinery on the Pacific Coast. To these questions the company makes no answer, but keeps pushing development in the light oil belt of the Fullerton field, is rapidly going after light oil in the newly-discovered Lost Hills district, and is constantly making contracts with all comers that can furnish oil susceptible of being refined into a commercial product.

Second only to the Standard in the volume of their activities are the Union and the Associated. During the past year the Union Oil Company sold \$5,000,000 worth of bonds of an authorized issue of \$20,000,000, and the money so raised was spent in California in new development in the building of a refinery and greatly increased facilities for keeping big stocks of oil above ground. The Associated Oil Company has greatly increased its pipe line service in the northern fields, has purchased several producing properties, built storage and extended its development to the new Lost Hills field.

The Universal Oil Company, controlled by the Crocker interests of San Francisco, during the past year loomed high upon the oil horizon and by its activities in the Lost Hills field rapidly secured a large production of refining oil. Weeks ago it was announced that if the Universal could not make satisfactory contracts either with the Standard or the Associated for its light oil output, it would build its own pipe line from the field to the coast and there erect a refinery. In addition to the big plans of the companies named the Guaranty Pipe Line Company has an independent project under way which contemplates the construction of a pipe line from Maricopa to Ventura tidewater, and from there to Los Angeles and San Pedro.

These are a few of the biggest companies operating in the California oil fields. In addition there are a great number of substantial smaller concerns that are constantly pushing ahead, increasing production and adding to the prosperity of the industry, and incidentally making their stockholders feel good. During the past year many promotion companies, depending for the sinews of war upon the sale of stock, have fallen by the wayside. Temporarily, the producers of oil have suffered from over-production, but eventually they will profit by the broadened market encouraged by the proved ability of the California fields to meet all demands.

### EASTERN FIELDS FAILING.

This leads to the statement, now generally credited in well-informed circles, that California producers will in future profit by the decadence of the oil industry in the eastern and mid-continent fields. Slowly, insidiously, like creeping paralysis, has this condition made itself apparent to the world at large. Only recently the Oil City Derrick, official organ of the Standard Oil Company, in a lengthy article admitted that the eastern oil fields were gradually petering out. Herein lies the crux of the situation. Knowledge of the lessening production of the oil fields from Texas and Oklahoma on east no doubt started the Standard upon its career of acquirement in the California fields more than three years ago. In this endeavor the big company has been eminently successful, and in addition it has for many months been making contracts far beyond its evident needs.

If the oil produced in California was confined to a strictly local market the great success of the operators in getting a big production would be their own undoing; but it must be accepted as a positive development of the near future that this State's oil must go to markets formerly supplied by the eastern fields. This fact is brought home now in the rapidly-increasing demand for gasoline and other products of the refinery, and the enlarged exports of oil. It is contended by far-seeing oil experts of the marketing brand that Mexico presents

the only strong competition to California, and in this connection it must not be forgotten that other great producing sections, such as Baku, Galicia and Roumania, are being overtaken by the same fate that is encompassing the eastern fields of the United States. There is no doubt that there will soon be room for every barrel of oil that Mexico and California can produce. Then the weather eye of the operator should be peeled for better prices.

In the meantime new uses are found, that augur well for the uplift of the industry in this State. Even in far-away Alaska, California oil is used for fuel on locomotives, on steamboats and in mines, and up and down the Pacific Coast no coal is burned by the railroads. This consumption of oil is not confined to the Coast, either. Its use is known in the desert wilds and is being rapidly extended to smelters and other industries. Slowly but surely the industry is being systematized and placed upon a business basis.

### MUTUAL EFFORTS.

No better exemplification of the necessity for this can be found than in the experience of the Independent Oil Producers' Agency. In this organization are hundreds of small producers welded into a chain of mutual interest by the seeming exigency. In the beginning the agency was little more than a "Gentlemen's agreement," but gradually it has been placed upon a business basis until now it is considered one of the strongest factors in the oil industry of California. Early in the game the men at the head of the agency saw the necessity of securing the co-operation of a big marketing concern, and the good offices of the Union Oil Company were enlisted. This company financed the Producers' Transportation Company pipe line from the northern fields to the coast at Port Harford, and until an agreement was reached with the Associated Oil Company it proved the only means of transporting Agency oil to tidewater. Later the Union was made the selling agent of the Independent Agency, and for the past two years has marketed all of the Agency oil that has been sold. The business agreement with the Union also secured for the Agency a great deal of much-needed storage.

In the natural course of events, due to the great production of the California fields, the holding of Agency oil in storage became more or less of a burden to the members of the organization, and the leaders began to formulate a plan for relief. The executive committee spent months in working out details, and finally hit upon the plan of forming a storage company; in other words, the Independent Agency members determined to handle their own unsold oil and in so doing save largely in storage expenses. The plan adopted means the greatest amount of protection possible to members of the Agency, and it is the opinion of practically all oil men that the problems confronting the organization have been solved and that the future is stored with brightness and prosperity. The consummation of the Agency plan for working out its own salvation is in line with the other forward steps taken by the California oil industry.

### NAVAL PLANS.

The fact that the plans of the Navy Department contemplate the equipment of new battleships with oil burners is manna to the souls of the California operators. It is believed that the government officials, at last impressed by the 40,000,000 barrels of oil above ground in this State, have decided that they are warranted in using oil as a fuel on Uncle Sam's sea-fighters. With this decision, the oil men of the State look for the assembling of a great fleet on the Pacific Coast as soon as the Panama Canal is opened to commerce.

Reverting to the possible competition of Mexican oil, it is not believed that it will ever cut any very considerable figure so far as California is concerned. Most of the Mexican oil is produced on the Gulf Coast, and its natural outlet to market is to the Atlantic Coast and Europe. It is realized that there is practically no limit to the amount of oil that can be produced in the southern republic, but the decadence of the great fields of eastern America and Europe will leave a market sufficiently broad to consume all of the oil that can be produced in California.

While it may be true that development is not being pushed to the limit in some of the fields of this State, it is also true that such conditions are due to hard drilling and the low gravity of the oil that would be secured. In the fields where there is a possibility of getting oil of a refining grade, activity is general. Months ago the Standard entered the Fullerton field and grabbed leases right and left. This action was almost simultaneous with the breaking of ground for the El Segundo refinery, and development followed fast upon acquirement of the land. Immediately a network of small pipe lines was begun, and in addition to the \$3,000,000 to be expended upon the refinery, millions will be expended for storage, pipe lines and other betterments. The Union was a close second in activity and expenditure in this field. Answer: It is the home of light oil.

Persons without business acumen, those who can only see, and that dimly, what is placed before their eyes, are inclined to be pessimistic over the outlook. They know what the present price of oil is, and they have been told that the production of the California fields exceeds the consumption month by month. They forget that at the present rate of consumption the amount of oil above ground in this State would only last six months if production should suddenly stop. They also forget that it is impossible to secure big contracts running through a period of years until the consumer is fully assured that the supply is adequate.

### PIPE LINE PROBLEMS.

In the working out of systematic plans for the best interests of the oil industry in general there are yet some things to be accomplished. Chief among these is a lessening of the cost of oil transportation, and this must eventuate in pipe line construction. As it now stands the most productive fields in the State are practically

isolated from the market, and about the only means of getting northern oil to the southern market is by rail transportation, which is expensive and inconvenient. As development progresses in Kern county the live oil belt is being extended miles beyond the wildest dreams of oil men two or three years ago, and as if to add insult to the injury of the experts who miscalculated, in many instances oil of a refining gravity has been discovered. Cheap transportation would be of incalculable benefit to the operators who, in the face of many discouragements, pursued discovery to a successful issue and thereby added vastly to the value of the State's resources.

It is hard to imagine a perfect natural picture. Usually there is a blur on the landscape, and this is true of the California oil industry. Seen closely the blur in this case takes the form of the government's strong right arm. The withdrawals of the President, the enforcement of a new interpretation of the land patent law, were the means of hurling a bomb of perturbation into many oil camps. However, this condition is incidental to the discussion in hand. It will not permanently affect the development of California oil lands. No action of the President of the United States can add to or take from the vast pools of oil underlying the soil of California. Temporarily, the withdrawals of oil lands from entry have had the effect of curtailing development in certain territory because of the uncertainty attaching to proving claim after discovery. But the oil is in the ground and eventually, as the demand grows, it will be brought to the surface no matter in whom the title to the land lies.

### DISCONCERTING.

The imminence of a leasing system to control the taking of minerals from government-owned land has also proved disconcerting to many California oil men who are satisfied with the present system. President Taft himself and several of his emissaries have frequently given utterance to the leasing propaganda and there is no doubt that Congress will be urged to enact the new idea into law. The government suits against the Southern Pacific for the recovery of oil lands through the mineral exception clause in the grants are also calculated to disturb present conditions, but they will have no lasting effect upon the oil industry of the State in its future relation to commerce.

Going back to first principles, all business is regulated by the law of supply and demand and the California oil industry will prove no exception to the rule. The demand for crude oil and its by-products is growing the world over, and with the fading away of production in the older fields the industry in this State will be placed upon a firmer footing. The much-vaunted coal deposits of Alaska have been held as a menace over the California oil production for years, but the government's decision to equip battleships for the Pacific squadron with oil burners does not speak well for the early development of the northern coal area. In fact, the recent visit of Secretary of the Interior Fisher to Alaska resulted in much cold water being thrown upon the idea of using the coal of that far-off land in commercial pursuits.

### A SUMMARY.

Looking into the future and summarizing the prospects that lie before California's oil industry these facts are found:

While the California production is increasing, and is capable of still greater development, the older fields of this country and other lands, with the exception of Mexico, are fading into physical desuetude.

Millions of dollars are being expended in this State in producing and marketing equipment and the manufacturing needs of the industry.

The use of oil as a fuel for land and sea transportation is being constantly extended, with California as practically the only eventual profit-taker.

The prospect of endless litigation over the rights of ownership in oil lands to which the title is questionable.

Careful consideration of the conditions now surrounding the industry lead to the belief that low-water mark has been touched in the price of oil, and that the future is bright with golden prospects.

A. C. WHITE.

### LARGEST LEMON PACKING-HOUSE IN WORLD.

[San Dimas Eagle:] The San Dimas Lemon Association is the largest organization in the world packing lemons exclusively. In the western part of the town is to be seen their immense packing-house containing 104,600 square feet of floor space with a storage capacity of 250 cars of fruit. The building cost is in the neighborhood of \$50,000. It is estimated that this year from 700 to 900 cars of lemons will be packed here. Last year 727 cars were packed and shipped. All this fruit is grown in the immediate district and several of the surrounding communities, including Glendora, Covina, La Verne and Claremont. The association handles 95 per cent of the fruit grown in the district which represents the produce from 250 growers.

All the year around 150 people are kept continually packing, and during the busy seasons as many as 300 are required to handle the lemons. The association has paid particular attention to the decay and has perfected its system of packing that they can ship anywhere without ice and experience no decay. It was overcoming this great obstacle to the success of the lemon business which advanced San Dimas lemons to the top of the market. Nearly \$535,000 was received by the growers through the association.

The San Dimas Orange Growers' Association has been established fifteen years. December, 1910, the large packing-house of this concern was completely destroyed by fire. A new \$40,000 packing-house has been erected containing 50,000 square feet of floor space.

It is estimated that the orange crop of the San Dimas section this year will be 150 cars of Valencia, 510 cars of navels and ten cars miscellaneous. Nearly \$450,000 gross was received by the growers through the association.



## The Science of Mining—How to Go Into it Right.

### BUSINESS METHODS.

**M**ANY text and reference books upon the application of geological and metallurgical information to practical mining, are to be found in libraries belonging to mining engineers in active practice, and nearly all libraries belonging to mining engineers in active practice, and in many public ones, available for the perusal of anyone interested in the subject. But the majority of investors in mining operations are unable to devote time for such investigations, nor have they the training necessary to segregate the most advantageous results for their guidance. Hence, in the majority of cases, they are compelled to decide upon an investment largely from the manner in which it is presented, often requiring a decision in such a short time that they are confused by the many points to be considered; and influenced by possibly large profits upon the amount invested, they dismiss the usual commercial procedure exercised in other lines of investment, and "take a chance" without any realization of facts.

This has developed two types of investors in mining, one regarding it as an absolute gamble, requiring no thought or study, and others as a business in which anyone can engage with as good chances for success as another, with the belief that the technical expressions commonly used to more accurately illustrate conditions are simply a scientific haze created by engineers to induce the payment of a fee for guidance through it. Consequently, neither of these types of investors can secure the benefit of the great advance in the science of mining, nor exercise the business training and judgment they would ordinarily apply to other lines of possible investment.

It is a frequent occurrence that large amounts are invested in mining enterprises without any idea of the requirements to produce results or what the results will be if finally secured; hence, some unforeseen adverse condition, requiring additional resources, is considered the "last straw" and the project is abandoned without proving or disproving its possibilities and with a total loss of the amount invested, the lack of proper understanding the subject placing a cloud upon the industry itself, rather than the lack of business judgment in not securing all facts possible and carrying forward each step of the enterprise intelligently.

Where the investor is a holder of a comparatively small interest, it is hardly possible or practicable to employ a trained engineer to investigate his holdings, in which case the personnel of the controlling interest and management in addition to such information obtained regarding the physical condition of the property as he may be able to secure otherwise, must guide him.

### THE REQUIREMENTS.

Honesty and trained intelligence are necessary; honesty without intelligence or intelligence without proper training is a serious handicap to conducting a successful mining operation. It often requires several individuals to secure a satisfactory mixture of these valuable traits.

The solving of geological or metallurgical problems

is of inestimable benefit to the industry, as well as to the particular property being considered, but the management must not lose sight of the net commercial result in the interest of solving geological or metallurgical puzzles, at the expense of the investor, whose primary aim is to secure a profit upon his investment.

There is an inclination upon the part of many investors in mining operations to regard training and experience unnecessary, yet the subject proving unfamiliar, to omit the application of the business training they would bring to bear upon nearly any other character of investment, and blindly go ahead without any conception of the facts or a realization of the difficulties to be overcome; but in no other business is study and careful consideration of the information to be had, more requisite and necessary.

### ORE AND MINE-BUILDING.

In the majority of cases, the discovery of ore is still a far cry from dividends, first, to provide proper facilities and equipment for work involves a variety of problems, many times difficult to overcome. Next, to develop the ground and make available for economical extraction the ore to be mined, is often complex and slow; and finally to mine the ore and extract the values often tries the resourcefulness and ingenuity of the most experienced. The ramifications of the entire operation are little appreciated and apt to discourage the original investor who has not considered the business methods and procedure usually required to bring any commercial enterprise to a successful basis.

In the construction of a building the usual method is to secure a capable architect, who inspects the site and determines the character of foundations necessary for the structure, calculates weights, stress and strain, specifies materials and provides detailed information, possibly securing competent men for construction.

The building of a mine requires much the same progression, the securing of a capable mining engineer to examine the ground and ascertain, as far as may be, its possibilities. Then, assuming there is sufficient reason for the expenditure, it is necessary to prepare plans for the equipment and work necessary to prove or disprove the existence of ore in commercial quantity and value; also as far as possible, to indicate the steps necessary to convert it into money if developed, designate the most favorable and economical point to start the work and, if desired, to provide competent men, trained in the particular work to be done, to proceed.

Estimates of costs may be accurate in many features; others must necessarily be conditions, but can be calculated to provide for varying conditions.

System and the personal equation mean much in mining work, as in other fields of labor. System, during the developing and preparatory stages, is essential as well as when the productive era requires accurate accounting and the operation necessarily assumes a wider scope. Systematized operations of any nature involve due consideration of each step to be taken is a rule, the expenditure required a matter of record, securing and disbursing supplies a routine, etc., the

whole system capable of meeting emergencies and overcoming them with the least chance of serious error, furnishing information for future requirements to be improved, and a clear record of the past.

The impression that small operations cannot support a system of supervision and accounting is an error. The same degree of accuracy and detail cannot be secured, but simple methods given reasonable attention, will furnish surprising results.

Investment in mines and mining securities requires the application of such business acumen as is used in the purchase of other commercial securities and interests. Mines are, as most attractive investments, possibly giving large returns, speculative, but the element of chance may be greatly reduced and to a great extent known by securing all data possible, and by a simple process of illumination, the main facts become more prominent and easily discovered.

### THE LEGITIMATE FIELD.

It is natural that an industry providing occasionally a spectacular rise from modest means to immense wealth should attract many small investors, absolutely ignorant of actual mining operations, who refuse to exercise the intelligence granted the human race by an all-seeing Providence, and are overcome by a mania to give away their savings to some philanthropic individual usually present with some apparently attractive receptacle for them. This has developed a barnacle upon the mining industry that has immensely retarded its progress, and has created an impression of distrust and lack of inclination to investigate really meritorious properties when conservatively presented.

The field of legitimate mining in the Southwest is in reality attractive, offering many inducements not possible to other forms of investment, where competition is a factor, but it must be considered from a purely business standpoint to secure the greatest element of success.

Many of the largest and most successful operations were apparent failures in their earlier stages, changed by careful and conscientious effort to profitable producing mines, the earlier failures and period of uncertainty forgotten in the later achievement.

The same good judgment exercised in participating in an ordinary commercial enterprise, applied to mining, would result in a clearer understanding of the subject, eliminate much of the undesirable element of uncertainty, and stimulate investment along lines of intelligent development and operation that unquestionably offer much inducement.

As in all other lines of business, mining requires capital to start operations; and by reason of its geographical location, Los Angeles, combining the close association with financial centers and ready accessibility to most of the active mining regions of the Western United States and Mexico, should be and is rapidly becoming more interested in providing financial assistance. It is becoming a headquarters for the administration of corporate organizations and individuals engaged in active mining, and should be a great center for the distribution of supplies.

FRANK A. KEITH.

## The Advance in Mining Methods in the Southwest.

### ARIZONA CHANGES.

**C**ONCENTRATION is the master word of these days of Arizona mining. Gone are the little water-jackets of early-time copper smelting; for, with developed transportation facilities, it has been found cheaper to take the ore to the smelter than the smelter to the ore. Likewise, the treatment of one class of ore, with the consumption of much coke, never can be as cheap as the mixing of ores so that sulphur does much of the work. Of course, there still remain scores of little mills set on gold mines far back in the mountains, working with profit rich ores from deposits usually of small size. But the gross product of all such mills in Arizona does not equal in value the copper produced in a single Arizona copper smelter. Good gold mines there are, and profitable withal, but their mining operations are on no such scale as the gigantic reduction works that serve to make the new State the greatest producer of the red metal within the Union.

### THE NEW ERA.

The word "concentration" has been used in its broader sense, but applies specifically as well, for in the new era of Arizona mining, there now are being utilized grades of ore far too low in value to have been touched by miners of a few years ago. The earliest copper ore concentration was done in the Clifton-Morenci district by the Arizona Copper Company and Detroit Copper Company, on ores averaging a bit better than 3 per cent., reduction costs lowered by the use of Mexican labor and by resort to gas engines for power. Possibly the next in the Southwest to handle successfully a low-grade proposition was the Huachuca Copper Company, a Phelps-Dodge corporation, operating at Nacozari, Sonora. Concentrators were established in the works at Cananea, Globe, Silver Bell and several other places, but not till the past year have they been made the chief part of any reduction plant within Arizona.

Early in the year production was commenced at the Ray concentrator at Hayden, fed from mines at Ray operated by the Ray Consolidated Copper Company, a Humboldt offshoot. Its manager is D. C. Jackling, already experienced in such works, in the handling of the concentrator and mines of the Utah Copper Company. Up to the date of starting the first mill of the Hayden concentrator, the company's gross expense is said to have been \$8,000,000, approximately the sum spent by the government

upon the great Roosevelt irrigation project. But little was expended before two things had been established. One was the extent and quality of the ore bodies and the other was whether the ores could profitably be handled. The exploration was by means of churn drills, while an experimental mill was kept busy for more than a year upon reduction experiments. It is told that upon 170 acres have been developed 75,000,000 tons of ore carrying average copper contents of 2.17 per cent. This ore now is being stopped and is being transported by rail twenty miles to what already is the largest concentrator in the Southwest, designed to handle eventually more than 10,000 tons of ore a day, about the product of all Arizona copper mines at the beginning of the year. The concentrators now are shipped to El Paso, but under way at Hayden is the building of a smelter of 800 tons daily capacity.

In March was first operated the new concentrator of the Miami Copper Company, at Miami, near Globe, a plant handling about 1800 tons a day, though designed for extension to about 5000 tons.

### GREATEST SMELTER.

Greatest of all southwestern smelters is that of the Copper Queen at Douglas, fed from straight ores from the company's mines at Bisbee, with some added custom ores and with the product of the Nacozari concentrator. During 1911, improvements costing more than \$1,000,000 have been made to the plant, with added reverberatory furnaces and roasters and with bettered facilities for the economical handling of the couple of thousand tons of rich ore daily fed to the furnaces.

A close neighbor of this smelter is that of the Calumet and Arizona Company, works which are to be modernized during 1912 at an estimated cost close to \$2,000,000. Possibly costing as much will be a third smelter, near by, for which plans have been made by the management of the Shattuck-Arizona Copper Company. This corporation has a record of \$1,000,000 profit in eighteen months of operation, though handicapped by the necessity of turning its ores over to an outside smelter.

Preparations are being made for a new smelter near Jerome, succeeding the presented United Verde works at that place. The new plant will be at the mouth of the lowest tunnel of the property, not far from the floor of the Verde Valley, conducting to economy and facility in handling the mine's product.

Still another great smelter plant will be built at

once below Clifton, for the Arizona Copper Company, replacing the present inadequate works at Clifton. The new plant has been designed by Dr. L. D. Ricketts, whose services have been called upon heretofore in the rejuvenation of the works at Cananea and Globe. This Clifton project also is in the two-million-dollar class. In the same locality the Shannon Company has built its own railroad to its mines on Chase Creek at Metcalf, a move that has conducted much toward economy and dividends. The large companies of the district have made material extension of their concentration facilities during 1911.

At Sahuarita, about twenty miles south of Tucson, the Pioneer Smelting Company has completed a 300-ton smelter and will work the ores of the district, in which is situated the well-known Twin Buttes property.

At Humboldt a custom smelter has been running for most of the year, affording an appreciated market for the diverse ores of the rich Bradshaw Mountain region, as well as handling a large tonnage of ore from the Blue Bell mine. At Swansea the smelter of the Clara Consolidated Company has been run spasmodically, handicapped by a scarcity of sulphide ore for flux.

On the debit side, the properties of the Development Company of America have been inactive during the year. These include the Imperial mines at Silver Bell, with a fine smelter at Saco, the Tombstone gold-silver mines, the Congress gold mine and the Gila Sulphide property at Christmas. It is understood the corporation is in progress of reorganization.

### PRODUCTIVE GOLD MINES.

The most productive gold mines of Arizona now are being operated in Mohave county, most prominent being the Gold Roads and Tom Reed. The county also is gaining fame as a steady producer of high-grade zinc ore. More small mines are being worked in Yavapai county than in any other Arizona subdivision and gold bars are handled almost daily by Prescott banks from mills back in the hills. The desert mines of Yuma county, celebrated for the richness of their surface ores, have been inactive for the greater part of the year.

In Pinal county a wonderfully rich body of copper sulphide has been found at 600-foot depth in the Silver Queen mine, an old silver property now worked by the Magma Company. The ore is constant to about 900 feet of depth, a fact which has brought renewed interest and activity to the surrounding Superior district.

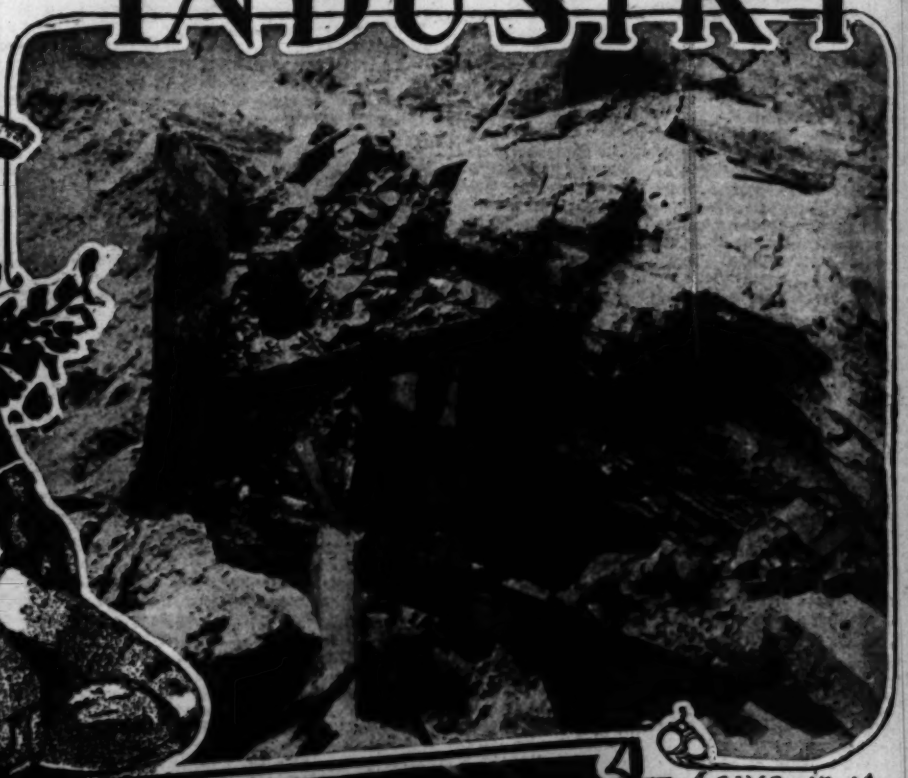
J. H. MCCLINTOCK.



# PHASES *of the* MINING INDUSTRY



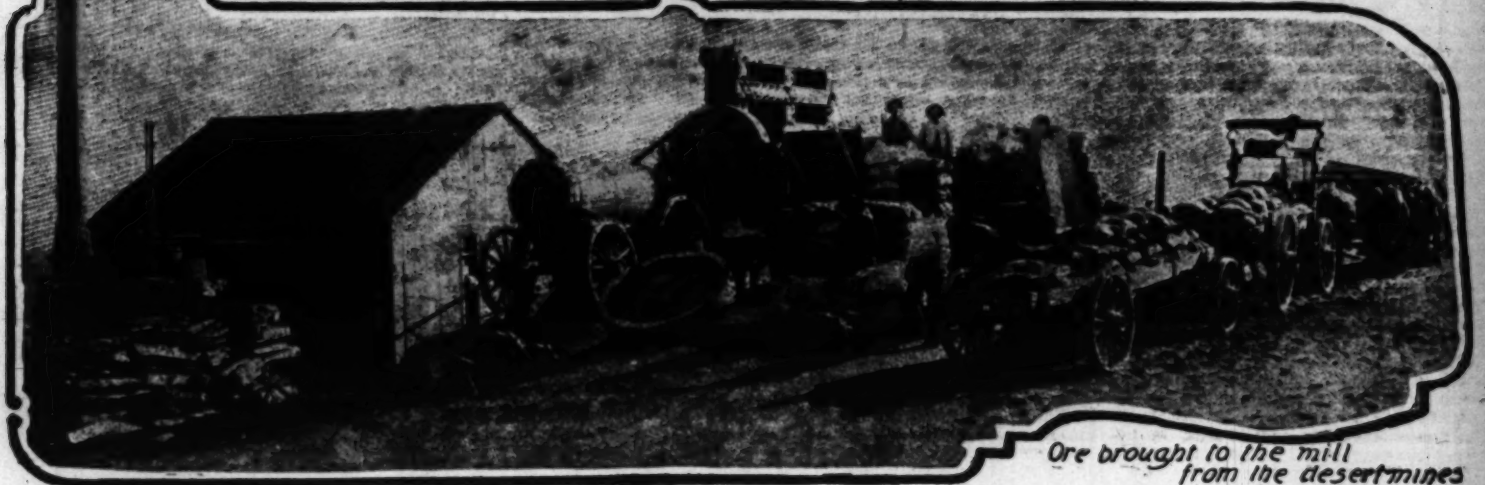
Placer miner  
panning  
gold  
From copyright  
photo by  
G. Wharton Jones



A cave-in at  
the Hedges  
Mine



Operation of 100-stamp mill



Ore brought to the mill  
from the desert mines



# IRRIGATION SUCCESSES SOUTHERN CALIFORNIA



Main Canal near Calexico,  
Imperial Valley



A canal  
maker



Irrigating canal  
near Brawley,  
Imperial Valley



Suction Dredge



Concrete Heading, Imperial Valley  
canal system



Temporary Weir across  
Colorado River



## Over Half a Million Colonists Come in Ten Years.

### BROUGHT BY RAILROADS.

"DID you ever stop to consider how much of the growth and population of California is due to the colonization traffic of the railroads?" suggested E. O. McCormick, vice-president of the Southern Pacific Railroad, as a preface to his analysis of the colonization business of that company during this year.

"A little investigation along this line," he continued, "leads to some amazing figures."

"In the eleven years since the spring of 1901, the Southern Pacific Company alone has brought to California 680,663 colonists."

"During that period the State has achieved its greatest increase in population and business growth. From 1907 to 1910, according to the last Federal census, the population of California increased 892,496 or 60.1 per cent. and in the same decade the Southern Pacific Railroad, through the medium of its colonization department, induced 625,328 colonists to come here and investigate the resources of this State. This number of good, substantial people brought into California over our lines is 70 per cent. of your increased population."

"Since the publication of the last census the Southern Pacific has increased the number of colonists brought into California to 680,663. In the spring of 1907, 48,251 colonists came to California in sixty-one days, while 48,360 came during the seventy days of fall business. Last spring, because of crop failures and money stringency in certain sections of the East and Middle West, the colonist movement was reduced to 27,180. This fall, however, the traffic increased to 28,155 is a ready index to the confidence of the American people in the future of this State."

"What is your estimate of the number of colonists who reach Los Angeles territory?" Mr. McCormick was asked.

### OUR LION'S SHARE.

"Our best information," he replied, "leads us to the conclusion that 75 per cent. of the total colonist traffic to California reaches Los Angeles eventually. For instance let us analyze the business of this fall in detail."

"Of our total colonist travel for the fall of 1911 14,973 came to California through Ogden, Utah. We calculate, from long experience, that 50 per cent. of this traffic reaches Los Angeles and finds location in or near your city. In addition 8999 came by way of El Paso gateway; 1522 direct to your city, while 2661 entered the State from Portland, Or. We estimate that you get almost, if not entirely, the whole of El Paso and Los Angeles traffic and quite a number from the Portland gateway, although the ultimate destinations of travel by way of the latter city are not so easily determined."

"The total colonist travel direct to Los Angeles for the year 1911 was 5012, or an increase of 2850 over any previous year."

"Just exactly what is a colonist rate, Mr. McCormick?"

"A colonist rate is a one-way rate—no return—designed especially for people seeking homes or business investments in a specified territory. It is made available each spring and fall in order to accommodate prospective colonists during convenient periods of the year."

"This low rate to California is \$35 from Missouri River points and \$33 from Chicago, with privilege of stop-overs of five days length at any or all points in California."

"What methods are pursued to induce and maintain this enormous business?" was asked.

### HOW THEY ARE WON.

"Colonist traffic," replied the vice-president, "is created by constant co-operation at both ends of the line. The unceasing advertising campaign of the Southern Pacific Company through newspapers and periodicals published in every known language; distribution of handsome booklets, maps and instructive literature and illustrated lecture bureaus working every day and night of the year in this and foreign countries is supplemented by the consistent efforts of our colonization bureaus in conjunction with the ramifying functions of Sunset Magazine."

"Besides spreading characteristic fiction and illustrated news articles of the Pacific Coast territory, Sunset Magazine operates a department in partnership with counties, cities and communities along the lines of the Southern Pacific Company. At an expense borne jointly by the communities and Sunset Magazine, exhaustive and intensely interesting articles by eminent writers, illustrated profusely with colored half-tone photographs, are spread throughout the world through the enormous circulation of the magazine. This campaign is reinforced by the publication of artistic booklets, setting forth the advantages and particularities of the section to be advertised. The circulation of these educational advertisements is accomplished through the thousands of agencies maintained in every country of the world by the Southern Pacific Company; through the machinery of Boards of Trade, Chambers of Commerce, merchants' associations and all active civic organizations."

"March 1 of this year was set aside as 'Invitation Day,' and the Southern Pacific provided each county in the State with a set of post cards illustrating the advantages of each particular locality and bearing an invitation to come and settle in California. These post cards were placed in the hands of Californians and tourists who were spending the winter and spring in the State. These 'Invitations' were sent direct to individuals by California friends, and therefore carried a personal as well as an educational value. More than 2,039,000 cards were distributed in this manner."

"The Southern Pacific's exhibits at the various land shows and agricultural fairs throughout the Middle West and East have been a big factor in increasing colonist traffic. For the Land Show at Chicago 3000 square feet of space was taken by this company to be turned into lecture rooms which the different counties throughout the State may use freely for lecturers who will represent them. Exhibits and community-advertising matter is shipped to these various expositions by the company without cost."

"The Southern Pacific each year assists and co-operates with the agricultural department of the University of California, in the furtherance of its work by the operation of experimental and demonstration trains through the farming districts. These trains cover the entire State in sectional trips of ten days to two weeks. The trains consist of about ten cars devoted to exhibits covering every feature of agricultural and horticultural development. Stops are made at all communities along our lines and farmers are invited to attend the illustrated lectures of the University professors. This is having a wonderful effect on the improvement of agricultural conditions and the farmers say they are reaping amazing advantages from this particular branch of development work."

"Since this colonization work is general for Pacific Coast territory, Mr. McCormick, how do you account for the statement that Los Angeles gains such an amazing percentage of the colonists brought into the State of California?"

### BEST ADVERTISED CITY.

"Los Angeles admits she is the best advertised city in the world as the mecca for both the tourist and colonist," he answered with emphasis. "The constant activity of your people through the Chamber of Commerce in exploiting your irrigated land, the richness of your soil and the magic of your climate has spread the fame of your resources and fortunes into every land. Your civic organizations have been pioneers in co-operation with the railroad's efforts to people this State with good, hardy citizens. Every advantage is taken of our smallest efforts to the end that when we bring a prospective citizen into this land of wealth, sunshine and contentment he is almost determined to see what you have to offer before deciding upon a permanent location."

"The fact is, one never thinks of the sincerity and consistency of your people in their efforts to populate the great territory surrounding your city, without being reminded of the old story of the Nebraskan who died a stranger in Arizona. While, of course, it is an exaggeration, it carries a strong point illustrating that your people never lose an opportunity to declare their faith in their own resources and future of their home city, which no one will dispute as the metropolis of the Southland."

"The story runs that a Nebraskan died in Arizona a stranger to every one in the community, where there were no preachers. A long search for some one to deliver a eulogy failed to produce a speaker, and after a long wait, during the somewhat dragging funeral ceremonies, a traveler stepped to the front and remarked that if no one else desired to speak he would like to say a few words about Los Angeles."

"Falling a little short of this extremity, I think that this spirit is an index to the whole story of your growth."

"When did this colonization movement begin?"

"The first colonist rates were made in 1901, for a period of ten days, and all lines advertised them very liberally in advance. During the ten days, 17,009 people were induced to come and make personal investigation of California's resources. From this small beginning was evolved the enormous annual influx of colonists until the fall and winter movements are looked upon as one of the permanent and most important of State institutions. The good citizens who have been brought here by these methods form the warp and woof of your superior social fabric and as the years pass we shall see that California has the cream of business and social units from every State in the Union and every country in the world."

### INTERURBAN COMMUNICATION.

"In addition to your advantage as a terminus for transcontinental railroad travel, the business of Los Angeles has been extended to a vast territory by your unparalleled electric interurban service. This speedy, comfortable and safe transportation has more than trebled the influence of your industry and commerce through the wealthy valleys on every side of your city. Perhaps it is hard to realize the extent of the advertising done throughout the East and Middle West by the Pacific Electric Railroad. However, I think if you will inquire of any colonist or tourist who comes to Los Angeles, you will find that he is equipped with literature, time tables and a pretty thorough general knowledge of the surrounding country which he has obtained through the agencies of the electric railroad maintained throughout the East. In addition to this, their tourist agents operating throughout the hotels constitute a most convenient bureau of information maintained especially for the benefit of the traveler, and it is not too much to say that this work is of incomparable value when taken in connection with the advertising of the Southern Pacific and your own Chamber of Commerce."

"What do you think could be done to increase this colonist business and likewise our population?"

"Redoubled efforts on the part of your civic organizations and the railroads in spreading the gospel of California's wealth and health," Mr. McCormick continued.

"This is a veritable Land of Promise, where it is vastly more difficult for a man to make a bad investment or location than to find the very best, and there is still plenty of room for a great percentage of America's discontented population."

### PLENTY OF LAND.

"One point I think should be taken seriously to heart. There are orchards, vineyards and groves in this territory that were established with practically no capital. The wealth that has been yielded annually through improvements and intensive cultivation for several years makes them worth today probably 100 times the original value of the land. The owners are not anxious to sell but when one is sold for a sum that reaches five or six figures, it is advertised broadcast to the exclusion of good investments in unimproved lands, which at no distant time may be worth even more. The result is that throughout the East and Middle West there is a growing belief that all good land is too expensive for the average pocket-book. We should pay more attention to disseminating the news of investments in unimproved land and proof of the gradual and natural increase in value and not so much to the sales of land which sometimes reach such princely values."

"There is no doubt of the ever-increasing wealth of the owners of California land for nowhere else in all the world are crops so certain, markets so ready and profitable; but we should try to avoid giving the impression that the opportunities here are for the rich alone. In California the rich men of today are the poor of yesterday, and the rewards for thrift, intelligence and industry are as certain and extravagant today as at any time in the history of the Golden State."

"Within a short time the operations preparatory to the Panama-Pacific exposition will be in full blast. The men of business who will be attracted to this territory by this great undertaking will be great advertisers of the Pacific Coast. When the great fair is opened thousands upon thousands of good people will visit this country for the first time. Let us all work together to the end that many of those who come to play may remain to work and live. This will be our greatest opportunity and every advantage should be taken at every angle."

### CALIFORNIA CITRUS CROP.

HAS NOW OBTAINED A LARGE LEAD OVER FLORIDA AND IS INCREASING RAPIDLY.

[Census Bulletin:] The orange crop of California made a gain of 145.4 per cent. during the decade between 1899 and 1909, increasing from 5,832,000 boxes in 1899 to 14,436,000 boxes in 1909. During the same period of time the number of trees of bearing age increased from 5,649,000 to 6,616,000, or 17.1 per cent. There were also in 1910, 2,093,000 trees of non-bearing age. In 1909 the average product per tree was 2.2 boxes. With respect to quantity of fruit, San Bernardino county rose from third rank in 1899 to first in 1909. In 1899 Los Angeles county ranked first, and Riverside county second.

The value of the oranges produced in 1909 was \$12,952,000, an average of \$0.90 per box.

The California lemon crop increased from 874,000 boxes in 1899 to 2,716,000 boxes in 1909, a gain of 1,842,000 boxes, or 210.7 per cent., although for the same period the reported number of trees of bearing age decreased from 1,493,000 to 927,000, or 38 per cent. The number of trees of non-bearing age in 1910 was 377,000. The number of boxes per tree in 1909 was 2.9; in 1899 it was just under three-fifths of one box. The value in 1909 was \$2,925,000, or \$1.08 per box.

The production of oranges in Florida increased from 273,000 boxes in 1899 to 4,853,000 boxes in 1909, a 16-fold gain. The number of trees of bearing age was 2,533,000 in 1900, and 2,751,000 in 1910, an increase of 7.8 per cent. The number of trees of non-bearing age in 1910 was 1,098,000. The value in 1909 was \$4,305,000 or \$1.11 per box.

The Florida lemon crop increased from 2359 boxes in 1899 to 12,367 boxes in 1909, a gain of 10,008 boxes, a fourfold gain. The number of trees of bearing age reported decreased from 22,691 in 1900 to 11,740 in 1910, or almost one-half. The number of trees of non-bearing age in 1910 was 7329. The value of the lemon crop in 1909 was \$13,753.

Statement showing number of orange and lemon trees of bearing and non-bearing age, on farms, April 15, 1910, and number of boxes of oranges and lemons produced in 1909, together with the value thereof—1910:

	California.	Florida.
Oranges.		
Number of trees of bearing age		
November 15, 1910 .....	6,615,929	2,751,131
Number of trees of non-bearing		
age November 15, 1910 .....	2,093,101	1,097,884
Number of boxes produced, 1909 ..	14,436,424	4,853,961
Value, 1909 .....	\$12,952,291	\$4,304,957
Lemons.	California.	Florida.
Number of trees of bearing age		
November 15, 1910 .....	927,130	11,740
Number of trees of non-bearing		
age, November 15, 1910 .....	376,859	7,329
Number of boxes produced, 1909 ..	2,715,974	12,367
Value, 1909 .....	\$2,925,759	\$13,753

### LOS ANGELES COUNTY HEN CROP.

The production of poultry and eggs, according to County Statistician Schultz's report to the State Agricultural Society, has amounted during the last year to \$2,557,063 in Los Angeles county. This does not include figures for squabs, which amounted to \$23,450 during the year.

The figures follow:

	Dozen	Value
Chickens .....	97,850	\$ 572.50
Ducks .....	7,180	90.00
Geese .....	2,780	41.70
Eggs .....	4,010,000	1,303.50
Squabs .....	8,830	24.00
Turkeys .....	8,280	248.00
Total .....		\$2,985.30



# Southern California's Long-time Lure for the Britisher.

## UPS AND DOWNS.

THE globe-trotting, world-colonizing, Anglo-Saxon is found in every part of the inhabitable world, from pole to zone, from sunrise to sunset. The progress of the American has developed a continent, created a new world; the expansive Briton has dotted the map with colonies and outside of his own dominion has pressed his home in every country and among every people. Being a pretty wide-awake fellow, he was naturally among the chosen ones to answer the call of California, looking to her hospitable shores all who feel the spur of enthusiasm or are moved by the spirit of ambition.

The old land of the padres, vitalized with fresh American blood, where romance and realism are strangely mixed, with gold in the mountains, fruit in the valleys and sport and sunshine everywhere, has a peculiar charm for the best class of Englishmen. A great many, already well-to-do, in search of health and comfort have drifted in by the Canadian route; more, animated by the love of adventure or the hope of gain, are coming in direct from the shores of Great Britain.

In the past a certain glamour, insensibly associated with the magic word—California—partly attributable to the pen-pictures of Bret Harte and Mark Twain, appealed to the imaginative and the adventurous in the English nature; now, the resources and possibilities of the country being more thoroughly understood, the opportunity for amassing the maximum of wealth with the minimum of risk is bringing hitherward in increasing numbers the practical and business element from the United Kingdom.

But apart from the obvious attractions which California possesses for the whole human race, there are special and temperamental reasons why the Britisher is drawn as by a magnet to the great wonderland of the West. To start with, the Englishman is a confirmed worshiper, an out-and-out devotee of Phœbus Apollo. This is a strong statement, but borne out by facts. Of course professionally he is a good Christian, as a rule a stout Episcopalian, generally an active church man; nevertheless in his heart of hearts he is a truly a sun-worshiper as the most religious Persian is the land of Zoroaster. The inoculation seems to take place in childhood. To be burnt to a berry brown is the holiday ambition of every British school-boy. In spite of his orthodox training and his national church, he prefers a coat of tan to a white surplice and looking in the sun of a Sabbath morning to sing in the chapel choir.

## LOVE OF THE SUN.

This passion for genial warmth, a ruddy glow and a brown hue in general is a constant factor in the British temperament—the love of the sun and sun-dress; perhaps all the more insatiable because repressed and subdued by his own cloud-swept skies. So it is that California, hears its praises sung by those who have been lucky enough to enter the enchanted spot, thrills at the idea of 350 cloudless days in the year, of life in the open from January to December; and his heathen instincts are aroused to live in so genial a clime, where he can pursue his fetiche worship in undisturbed, collarless, costless, freedom, and—he buys a ticket by the next boat.

Coupled with this sun-love is an almost equally strong motive, the promised outdoor life. For this has ever been his ideal: to work and play and sleep under the sky, where the air is warm and dry and crisp; a thin negligee shirt sufficient covering by day, and a flannel blanket and the big yellow stars to furnish his sleeping chamber. Which delights, though seldom acknowledged and only partially realized in his repressed soul, are for the Englishman paramount attractions, found in their fullness only in California.

Next to his nature worship, love of the horse is a leading national trait in the British make-up. Whatever may happen in America, the automobile will never replace his four-footed favorite in the heart of the Englishman. Of all the famous passages in literature, the best known and most widely quoted in the British Isles is Richard III's death cry: "A horse, a horse, my kingdom for a horse!" Many Englishmen believe to this day that this verse is to be found somewhere in the Scriptures—probably in the Book of Job. It appeals to all British sportsmen with the authority of Holy Writ. "Where can I indulge my longing for a hot and saddle and a free unrestricted course for a gallop over endless plains away into the distant west?" asks young Britain, surveying the home landscape of hedges and fenced-in fields and "No Trespassing" signs. "I am no landed proprietor to obtain the use of private parks, no millionaire to belong to exclusive hunt-clubs. Yet would I ride my horse with the bravest, where I please according to my own will and pleasure."

"Yes, but across the Atlantic, on the shores of a vast ocean," comes the answer: "is a land of limitless horizons, of trackless forests, of sweeping plain and spreading valley, with a thousand mile coast line of sandy beaches. The natural habitat of horse and rider. Where the poorest Mexican squatter owns his shaggy bay and can ride it mile upon mile, north and south, east and west, farther than the length of England and Ireland from Inverness to the Channel. Where you, the Englishman, can be your own groom and stableman without losing caste, where the fairest daughters of Eire, the finest equestriennes in the world, will welcome you as escort, if you are of the right sort, and talk straight and talk straight, though you dig the soil and plow the land for a living; where, beside, you will find the best fellows on earth for companions."

Is it any wonder that the young Englishmen who are "sent sorts" come to California and, having come, stay to find pleasures in life, unsuspected in more restricted boundaries?

But after all sunshine and sport won't buy shoes for the baby or bread and butter for the bachelors. The material things of life must first be attended to. Moreover the majority of the young Englishmen who are

finally assimilated in the Californian commonwealth come here to work and make a living, to become a somebody in the world, an ambition only the gifted few can hope to realize in the fierce competition of the overcrowded cities of the old world. Very well; how does the average full-blooded healthy young Britisher prefer to make a livelihood. The sun for a religion, the horse for pastime and for work—the shovel. Thousands who can never hold their own in the learned professions, the only avenues opened by caste to the well-born Englishman, have splendid muscles and fair business ability, and only lack experience to become first-class farmers. Farming for them, unfortunately, in their own country is an impossibility both from social and financial hindrances; yet many of these younger sons of old impoverished families were metaphorically born with a steel shovel in their hands rather than a silver spoon in their mouths.

Again California shows them the way, the only way, to rise superior to their unkind surroundings, to make a living in the way they are best fitted for by nature and yet retain the social position they were born to. For here an honest worker, a man of refined taste, of good bearing and companionable, is barred from no social position by handling a shovel or digging in the soil.

## HAVE DUG OUT SUCCESS.

So it is that many British Californians who came here years ago, with nothing but a stout heart and a strong right arm as their capital, have dug—actually dug—for themselves out of the rich soil of our southern foothills position of power and influence, as owners of priceless orange groves, spreading walnut trees or perennial alfalfa fields. And their children will rank among those who are destined to help frame the future of the fairest commonwealth in America. Surely a very different fate from being swamped in the maelstrom of London failures as briefless barristers, patientless physicians or rectorless curates.

Another inherited trait, essentially British, is the universal desire to become a landed proprietor, a trait that has made John Bull so indefatigable a colonizer. The Englishman's ambition, as soon as his bank account warrants it, is a deed of title to some portion of the world's crust. In his own country he must own hundreds of acres, a house of many mansions, a retinue of retainers, and be prepared to support all this on an income earned outside of the estate itself. But in California opposite conditions prevail. The possessor of a twenty-five or thirty acre orange grove is a prince among men. He has an income longed for in vain by many a titled lord, as his estate-agent straightens out his yearly accounts and tries to squeeze enough revenue out of the property to pay the Lloyd George taxes. Meanwhile his lucky cousin in California can show at the end of each season receipts for carload after carload of fancy citrus fruit, sold through a co-operative exchange, and making possible an annual European trip on a scale to fill his folks at home with vague wonder. Truly the Californian shovel is mightier than the British coronet.

It seems hardly fair in the face of so much success and prosperity to hunt for a reverse side to the picture, yet it is idle to suppose that the British Californian is exempt entirely from misfortune and failure. Some must occupy the back benches even in paradise. Once in a while an exceptionally green Britisher is shipped out here by despairing relations, with the hope that he will lick him into shape. And we do our best not to disappoint them. At the start it is well if some true benefactor, for his own good, relieve him of his wallet, or in extreme cases persuade him to mortgage his remittances. The greenhorn, thrown on his own resources, must next learn the value of hard work and how many nickels go to the dollar, so that no more of his dollars may go to the devil. Compelled to start in the dirt, he learns to understand life from the ground up. Such a one who takes himself and his work seriously, if he has any stuff in him at all, is sure sooner or later to "find himself." Such hard knocks and early reverses have brought out the metal in many a callow youth who in the home, spoiled and pampered, might have drifted into the ranks of the loafers. One typical instance will illustrate this.

## SAM'S BLUNDERS.

Sam (we will call him Sam for short) was sent to California by his father, a stern Yorkshire clergyman, as a hopeless duffer too dull even to be trained for holy orders. He sent him out into the world with a little capital and a lot of good advice. The advice young Sam parted with on board ship on the first sign of rough weather; the capital he invested in a twenty-acre piece of land near San Diego, just planted to lemon trees. In his anxiety to rival the just steward he invested every penny in the land, lest he be tempted to waste his substance in riotous living. He forgot about the three years that must elapse before his trees came into bearing.

In his first steps to acquire a western poise he bought a black shirt, a Mexican sombrero, high boots, and caught the trading fever in its most virulent form. When his ready money gave out and the three year hiatus dawned on him in all its naked ugliness, he began to yearn for smaller profits and quicker returns. Fortune favored him. At least he thought so. One day he met a good talker from San Bernardino who was willing at a pinch to trade his seven-and-a-half-acre bearing prune orchard for San Diego acreage. Sam, feeling the fingle of early ready money in his pocket, jumped at the offer. The two properties changed hands. But next year was an off year for prunes and the returns fell far short of Sam's expectations. The San Bernardino man grew enough potatoes on his twenty acres between the young trees to pay for the care of the grove until the lemons came into bearing. Luck plays strange pranks with tenderfeet.

But while there's trade, said Sam, there's hope. A trip to Catalina assured him of the enormous profits to be made renting boats. He found this out by the practical expedient of hiring one. Moreover he remembered

that he always loved the sea. So by engaging the services of an able real estate dealer he managed to trade off his disappointing prune trees for a string of boats. But he knew no more about the boat business in Catalina than a polar bear does of growing pineapples. The son of a Yorkshire parson, he refused to tout for patronage along the beach; he put on airs with the other boatmen; they promptly started to freeze him out. That same fall prunes reached fifty dollars a ton, and the former boatman came down and stayed at the Catalina Hotel and ignored the shabby Sam.

Sam bent all his energies to finding another trade. At last a teamster, down for a week's vacation, engaged him for a fishing trip. While the teamster was thrilling over his first tuna, Sam started to talk trade to him, fast and furiously. After a while the teamster became enthused and the outcome was that Sam turned his boats over to the ex-driver, and became the possessor of two Missouri mules and a Studebaker wagon with a spring tongue.

At \$3.50 a day, Sam figured on soon climbing again into the landed proprietor class. But again fortune was unkind. The very same year Grover Cleveland was elected and the country went Democratic. The Coney army started to march on Washington, the price of labor dropped and team work became scarce. Then one of his mules—not the one with the bog spavin and the cocked ankle, but the best one who only limped occasionally—went dead lame and was ordered out to be shot by an officer of the Humane Society. Trading was now becoming a forlorn hope, but Sam held on bravely. The remaining mule he turned in on a feed bill he had owed for six months—to save further trouble, as the feed man expressed it. The spring tongued wagon—now useless to him—he traded for a double-barrel shotgun and two boxes of No. 12 cartridges. Next year a fishing club of Philadelphia millionaires bought the ex-teamster's string of boats for ten times the value of the mules and wagon. If that isn't horse luck, what is it?

Sam was now on the brink of the bottomless toboggan. With his trusty gun he wandered off into the mountains. Being a good shot he supposed that at a pinch he could support life on quail and doves and other small game. He happened to reach the mountains in the middle of the closed season and his first shot brought a forest ranger on his heels. He took refuge in the foothills, where a sheep herder gave him a supper of squirrel-steak and young mustard leaves. In the morning he traded the incriminating shot-gun with the old sheep-herder for a briar pipe that had seen better days. Sam returned to the valley and hired himself out to a dairy farmer for \$30 a month and all found.

This proved the turning point in Sam's career. He stuck faithfully to the cows and after fifteen years of steady application today owns as good a dairy as any in Los Angeles county. He has been mentioned as a possible progressive candidate for the State Legislature. He still preserves that briar pipe as a precious relic, for, as he is fond of explaining, it must have cost him in the neighborhood of \$10,000.

## REAL CALIFORNIANS.

Sam's of course is an unusual case. There are other British Californians who have had things come their way from the word "go." Who have chosen carefully, invested wisely and whose careers have been one continuous upward progression. There are some again who have had to work hard for years and to meet reverses, but to whom these years of work in orchard or vineyard, in this gracious southern climate, meant a store of health and strength laid by for the rainy day of old age; who are profiting now from the knowledge and experience these years have brought to them. And ever their hearts grow more and more Californian, and ever their love increases for the land of their adoption, where success never stales and even reverses are tinged with humor; but with all their enthusiasm for California, its sport and sunshine and a rich living for all who will, there still burns in them a spark of loyalty for the old mother country, from whose loins so many great Americans have sprung. And their own children are growing up true native sons of the Golden West—than which, in praise, no man can go further.

HARRY F. BOWLING.

## HORSES FOR INDIA.

AUSTRALIA FORMERLY FURNISHED ENOUGH BUT NOW OTHER COUNTRIES ARE CANVASSED.

[Consular Reports:] The question of the supply of horses and mules for India, both for government and private use, is becoming a serious one. Formerly horses for back and army purposes were supplied by Australia, and to some extent the present supplies are drawn from that country, but the prices have become so high that the government and individuals are turning their attention to other countries to meet the emergency.

A great many horses were supplied by Australia for use in the Boer War, and when the war was over there was a large number of horses thrown on the market. Within the last five years, however, the supply has not equaled the demand and prices have been steadily going upward. For a sound ordinary hack \$250 is asked in the Calcutta market and for anything out of the ordinary \$350 or \$400 is considered a reasonable figure. Owing to the great difficulties that the British army is experiencing every year in breeding its own horses, it has been compelled to keep up the supply from outside sources.

The general needs of India are to be considered as permanent, and at the present time the supply is not sufficient to meet the demand. Even in the matter of thoroughbreds for racing purposes India is no longer able to depend on Australia, as she has done for years, for the reason that thoroughbreds are more valuable there than they are in India owing to the richer purses offered by racing clubs there.

Being shut out by high prices from England and Australia, dealers in horses have turned their attention to Argentina, where an almost unlimited supply is to be had at reasonable prices.



# NEW OIL TOWN THE "STANDARD"





# N RISING UP LIKE MAGIC RD" and ITS BIG DOINGS





## "Little Drops of Water Poured on Grains of Sand."

### IRRIGATION SUCCESSES.

"Little drops of water poured on grains of sand. Make a mighty difference in the price of land."

THE NEWEST subject (from an agricultural point of view) in the New World, and the oldest subject in the Old World.

When the world was young, ages and ages ago, the men who built the Pyramids were vegetable eaters, and their food was entirely produced upon irrigated lands, that is, upon land so arid that crops could not be produced with any certainty, and generally not at all by dependence upon the natural rainfall.

Rice is one of the most ancient of cereal foods. Its natural habitat is wet or overflowed ground; the farmer of ten thousand years ago took advice from nature and cultivated rice in now, and always has been, grown by flooding the field or "paddy" with water. Was it successful agriculture? Ask the thousands of millions whose chief food is rice.

In subduing the virgin fields of Europe, irrigation was found unnecessary, as ordinarily the rains falling in the growing season were sufficient, but the famines that occasionally, if not frequently, resulted from protracted drought caused the death of millions.

Egypt depended then as now upon the flood flow of the Nile, although the great dam built by English engineers has tremendously added to the certainty of water, whether the flood be great or small. Egypt has never prospered as now.

Consular reports state that raw or wild land along the Nile, many hundreds of miles south of Cairo, sells for \$200 to \$400 per acre, and when redeemed and made fruitful by irrigation, is devoted solely to cotton culture, producing the world-famous long-fiber Egyptian cotton, the yield averaging two bales per acre. Neither the quality nor the quantity per acre could be produced save in an arid country and by irrigation. Surely this is one of the great evidences of the successes of irrigation.

In Turkey in Asia flow two historical rivers, the Euphrates and the Tigris. Centuries before the Christian era the most fertile, highly cultivated, densely populated region of that portion of Asia depended upon the waters of the Euphrates for irrigating its fields. History is silent, but eminent. English engineers who have spent years studying the conditions that now prevail, agree that a population of millions depended solely upon crops grown by irrigation for their sustenance. The soil and the climate, and in fact the rivers also, greatly resemble the Colorado River and Imperial Valley.

There is now being developed a gigantic proposition of again damming the great River Tigris, again making possible fertile fields capable of sustaining millions of people. These engineers state that undoubtedly the dams and diversion structures were of earth only and during some fatal flood time, perhaps when the hand writing appeared upon the wall at the feast of Belshazzar the structures and canals were swept away and millions perished from famine and pestilence.

### IRRIGATION IN THE UNITED STATES.

The first lessons were taught and wondrous results obtained by the followers of the Mormon Prophet in Utah, beginning about 1850. Successful farming, dependent upon the natural watering of the crop by rain, is unknown in Utah, yet I know of no place in all our wonderful West where the farmer with his ten-acre farm unit has made so brilliant a success as in Utah. Thousands of families get a comfortable living off their little farms of irrigated land, and not by fruit culture, but by the ordinary crops of the temperate zone.

In Idaho, Montana, Nevada and Arizona, gradually but surely the arid wastes, where under natural conditions one cow might keep alive on twenty acres, comprising millions of acres, are being brought under the magic wand of the irrigation engineer.

I have purposely left the magnificent State of California until the last, because her climate, her beauty, her fertility, her great development of land by irrigation, overshadow the rest of the Pacific Slope so positively that it would be impossible to fairly even mention them after California.

To illustrate the possibilities of land culture under irrigation in California, with her millions of acres yet untitled, let me state that India has 40,000,000 acres extensively cultivated by the practice of irrigation. Europe 15,000,000 acres. The United States 10,000,000 acres. A pretty good showing for fifty years and the major portion within the past twenty-five years.

Is irrigation successful? Ask the orange growers of Southern California. Forty thousand carloads of citrus fruits annually—all grown by irrigation.

### ORANGE LANDS.

When the people of the eastern United States discovered Southern California (which is easily within the memory of many now living) the orange lands of today were barren plains, salable at four, or perhaps \$6 per acre, for pasture. Today orange and lemon groves are a bargain at \$1500 or \$2000 per acre. Is irrigation successful? Visit Orange county with its 67,000 acres under irrigation, devoted to an unusual variety of fruits and nuts, as well as gigantic beet sugar factories. Orange county is a gem of first water and a grand illustration of the success of irrigation. Drive your machine through the San Gabriel Valley, through Covina and San Dimas into Pomona Valley, with 12,000 acres of the finest citrus orchards on earth. Go on through Ontario and the great level valley leading on towards San Bernardino, Redlands and Riverside.

Nothing like it can be found on earth. It's not a land of poverty and peasants. It's a land of wondrous beauty, of marvelous fertility and occupied by the

very best class of farmers in the wide world, and they all make money, the profits ranging from \$200 upwards per acre from a good citrus grove.

Is irrigation a success? Visit the chain of incomparable cities in the valleys named. Do you, reader, know of any eight small cities that can compare with Monrovia, Covina, Pomona, Claremont, Ontario, Redlands, Riverside and Santa Ana, in wealth, culture, beauty and moral standing? Absolutely all free from the saloon evil. Yea, verily they exist not anywhere else.

### IN IMPERIAL VALLEY.

Perhaps the most remarkable illustration of the success attending irrigation, is the new and almost unknown country of Imperial. In the extreme southeast corner of the State of California, an absolute desert ten years ago, is a land of vast proportions.

Three hundred and fifty thousand acres lie in the United States that are either under irrigation or subject to irrigation, and 200,000 acres of equally as rich land subject to the same canal system lie in Lower California, a Mexican Territory.

As Moses touched the rock in the wilderness and water gushed forth, so the modern man led the waters of a mighty river out onto the desert and lo, a garden appeared.

Has irrigation been a success in Imperial Valley? Two hundred and twenty-five thousand acres in Imperial Valley are today productive farms. A reasonable estimate of the monthly returns is nearer \$2,000,000 than any other sum. Twelve years ago the production was a few tons of salt from the bed of the Salton Sea. Ask the farmer with his broad fields of alfalfa, cotton, barley, vineyards, date orchards, melons and too many and it's only scratched as yet. Imperial Valley, both the simple asking ten years ago—\$200 per acre today, other crops to enumerate. Land that was gotten for sides the boundary line, will not do its best as a profit winner until the farm unit has been reduced. I fully expect to live to see 50,000 people in Imperial Valley. There are only about 15,000 today. To write of the State at large is a subject of itself.

California is capable, when the fertile lands now lying idle are brought under the dominion of the irrigation canal, of sustaining a population of not less than 60,000,000 people.

Is irrigation successful? Ask the bankers, the merchants of the City of Los Angeles. I sometimes think that notwithstanding our matchless climate, if the land was still a pasture, our population would be about what it was thirty years ago.

There is a charm about the culture of the orange, the olive, the fig and the endless things that we can grow, that no other land can offer. It calls the easterner from his home of summer cyclones and winter snow storms. He pictures a little farm adorned with perpetual flowers, a life of physical comfort, with surroundings incomparable, and he gets what he pictures. By and by when the level lands are all under the hand of the orchardist, or the dairyman, the slopes will be terraced as the highlanders of Luzon and the vineyardist of Europe do it.

I could bewilder you with figures, statistics of crops, of prices, of profits and rich experiences of individuals, but I forbear.

At first it was thought impossible to irrigate land save by gravity water, flowing through a ditch from a perennial stream and when all the water was put to beneficial use, then it was thought land development must cease.

Riverside was among the first to show what could be done by flowing wells and pumping. Old timers ridiculed the brave spirits that started Riverside, but success was theirs from the beginning. The \$4 land became \$1000, \$2000 and upwards per acre.

### TOLD BY DICK EGAN.

Dick Egan, one of the few charming men who were here in early days, tells me a story concerning that beautiful portion of Orange county now covered by the thrifty cities of Santa Ana and Orange and a wealth of orchards.

It was a treeless plain. A few hardy things grew if fairly treated, but the chief industry was wool growing, and every one knows how utterly barren an over pastured sheep country becomes.

One day there came a far-seeing man through the Santa Ana Canyon onto these plains. He had the training of an engineer and was a close observer. He noted the excellence of the soil and the possibilities of diverting water from the Santa Ana River on to a large area.

He found an old man in a California house, with nothing green growing on his 500 acres that summer day. Away in the distance could be seen the dust of the parasite called sheep, gnawing the very grass roots for sustenance.

The stranger's "aneroid" showed that this sheepman's land could be watered by a gravity ditch from the Santa Ana River at reasonable expense.

"Do you want to sell your land?" was the question he put to the old fellow. "Have you got the stuff to pay for it?" was the ready answer. "Well," said the stranger, "if you will sell at a fair price I might raise the money."

He was quite willing to pay \$10 or \$15 per acre, but with the wisdom of the East, he urged the sheepman to name his price.

It was difficult to conceal his astonishment when he was told that \$4 per acre spot cash might buy the ranch.

With reasonable hesitancy to allay suspicion, he agreed to buy. A bargain was closed, a payment made of \$100 and the stranger went to the Pueblo of Los Angeles to search the title, and the sheepman went to Dick Egan at San Juan Capistrano, to have the deed properly drawn, both places about equal in distance. He said to Dick: "I have had a call from a tenderfoot from the East. He has agreed to buy my sheep ranch for \$4 per acre. Now Dick, I want you to draw a deed mighty quick, here is his name. I am almost dead sure

someone will put him next and he will back out, he is such a sucker."

"Why I would not worry," said Egan, "Your land will be worth money some day. What if he does back out?"

"Worth money," said the sheepman, "Why my sheep are dying. It won't support a jackrabbit and I am crazy to sell."

The ranchman and the buyer got back about the same time and as the title was a direct patent from the government, there was no question as to title and the \$2000 was a monumental fortune to the seller.

He was told he could live in the house if he chose, while the work of building ditches was being done.

In the course of time the water came to the land and in the meantime the engineer had set the corners of the forty-acre subdivision.

With the application of water came the miracle that never fails, the fields stood dressed in living green.

The old ranchman saw it and \$8000 was paid by him to the tenderfoot for eighty acres of the \$4 land.

There are many such stories, a book would be needed to print them all, but alas, the day of cheap land has passed forever, but still there are great opportunities.

There are few places in Southern California where water in abundance cannot be found by boring.

Take the Van Nuys-Lankershim Ranch, always a grain ranch. Not a drop of available flowing water, hence no orchard development, but the present owners had the courage of their convictions and have but recently opened up several wells of very large discharge.

This means a great settlement with small farm units close to the great city of Los Angeles. Other districts will in turn develop water and so acre by acre the entire face of the practically level country will be a veritable garden.

There are thousands and thousands of acres irrigated by means of pumping from deep wells.

We have the cheapest fuel in the world in abundance. Petroleum discovered in great quantities only in recent years, furnishes to the orchardist, in the shape of gasoline, the cheapest portable fuel in the world and no longer is it necessary to have a water right in a running stream to successfully grow oranges. When L. M. Holt staked out the city of Pomona, a newspaper writer said concerning the townsite: "Why, there isn't a brush big enough to stake a horse to, growing on the entire townsite." Today—well go and see for yourself.

W. H. HOLABIRD.

### MEXICAN FIBER PLANTS.

FROM THE PITA LEAVES CLOTH AND HANDKERCHIEFS EQUAL TO FINE LINEN CAN BE MADE.

[Consular Report:] A great variety of fiber-producing plants which could be utilized in the manufacture of cordage and kindred industries are to be found growing wild in the State of Tabasco, Mexico, but their proper classification and the numerous uses to which they can be applied have been ignored.

In the municipalities of Cardenas, Comalesco, Paraiso, and Nacajuca extensive tracts of land are covered with an exuberant growth of the pita plant. Possibly, with the exception of ramie, the pita produces the finest fiber of all textile plants. It is said that although its weight is one-fourth that of hemp, its tensile strength is fully three to four times greater, and its qualities are not impaired by exposure to the severest weather or immersion in water. Its fiber is glossy white with a silken sheen and it could no doubt be utilized in the manufacture of linen cloth. Paper manufactured from this fiber has a beautiful white, smooth surface and is of greater strength and lasting qualities than linen paper.

The pita leaves are eight to twelve feet long and about two to three inches broad, gradually tapering to a switchlike point. It is stated that about ninety leaves will produce two pounds of fiber, and that the leaves from each plant can be removed at least three times during the year, each plant producing two to three pounds of fiber annually.

In rich soil the pita plant will reach full development in two years. It thrives best in low, wet lands under dense shade where water is constantly evaporated instead of becoming stagnant. At present this fiber can be obtained only in small quantities, owing to primitive processes employed by the Indians in its extraction. They place the long, slender leaves on a smooth board in a slanting position and, with the thin edge of a rib of a horse or cow which they select as nearly semicircular as possible, remove the pulp from both surfaces of the leaf. The fiber is then dried in the sun and after a short exposure becomes beautifully white and glossy. In this condition it retails here at 75 cents to \$1 Mexican per pound.

The Indians dwelling on the border of this State and Chiapas manufacture hats and reticules with this fiber which are exceedingly fine. The women occasionally manufacture handkerchiefs equal in appearance to the finest linen.

### ECONOMIC VALUE OF OUR CLIMATE.

Our climate has economic value as a resource because by its influence we are enabled to so marvelously diversify and increase the number of our agricultural products, and often, too, all these products may be grown on the same body of land. It is a resource, and a resource of great value, because man's labor here can be profitably employed every day in the year, because there is no month when vegetation in some form is not growing, and because it affords ideal conditions for the growing of irrigated crops. There is no time in California when all nature is at rest or plant life is sleeping. In the field, orchard, garden, factory, and in the mines; on the stock farm and in the dairy, every day is a day of productive labor. We commence shipping fresh deciduous fruits in May and there is no cessation until December. In November we begin to ship citrus fruits, and continue the year through. We can eat freshly-gathered home-grown strawberries each month the year round.



## The Tremendous Expansion of Southland's Hotels.

### ARMY OF TOURISTS.

**T**HERE is a grand total of 706 hotels and apartment-houses in Los Angeles devoted to the housing of the tourist and stranger within the gates.

This is an increase of 116 in one year and means an expenditure of several millions of dollars during the last year.

Prior to the construction of this great number of hotels and apartment-houses it had been estimated that throughout Southern California, extending from Santa Barbara to Coronado, that fully fifty million dollars has been invested in hotels and apartment-houses.

The grand total of money invested in hotels and apartment-houses completed and in operation throughout the Southland has probably passed the sixty million mark. And the end is not yet.

The coming year is to see the expenditure of many millions in hotels throughout Southern California.

The Hotel Alexandria will begin work in April on the second annex which will cost in excess of \$1,500,000.

Hart Brothers are to erect an 800-room hotel at Fifth and Main streets which will represent an investment of \$1,000,000.

The Rodeo Land and Water Company has started work on a superb tourist hotel at Beverly Hills which will cost in excess of \$300,000.

The Spreckels interests of San Diego have announced their intention of beginning work this spring on a great reinforced concrete hotel which will cost \$450,000.

There are two hotels to be constructed in the business section of Los Angeles which will cost over three-quarters of a million each.

Plans are now ready for several apartment-houses to be constructed in the Westlake district and other popular sections and to cost from \$50,000 to \$150,000 and over each.

Other projects, as yet unannounced, will doubtless insure an unusually large outlay for hotels and apartments in Los Angeles and Southern California this year.

To tell a story of the great hotels of Southern California, extending from Santa Barbara on the north to the sun-kissed shores of San Diego's Bay, would be to relate a story of fairy palaces situated in groves of oranges and surrounded by palms and of great piles located in the cities, where the comforts of royalty in the Old World are surpassed.

For Southern California is famous the world over for its hotels. In number, amount of money invested and in the hundreds of thousands of world travelers who are entertained each year this section is the greatest hotel center in the world.

The hotels of the Southland are divided, like Gaul, into three parts or classes. There is the royal metropolitan hotel whose habitat is the cities; then there is the stately tourist hotel which dots the vantage points from the mountains to the sea and from Santa Barbara to San Diego; and thirdly there is the apartment-house whose name is legion. In fact, to go farther into classification, the apartment-house could be divided into three sections; the superb establishment which compares favorably with the greatest metropolitan hotel; the medium-priced apartment with every convenience known and the apartment-house for the man or woman of moderate salary.

They are all here. The nabob from India or the nobleman from Europe can find exactly what he wants. The millionaire traveling across the continent in his special train or private car can have every want met. The middle man of a few thousands in savings and who plans to come to California for a month or so each year can find exactly what he wants; and the poor man or woman who must watch each dollar and make it stretch as far as possible can find adequate accommodations at reasonable figures.

There are hotels here where \$100 per day can be expended easily for a suite alone and there are apartment-houses where a single room with furnishings can be had for six months at the same figure. The range is unlimited. Every purse has been provided for and neither money-mad multi-millionaires or the widow with her mite should be disappointed in what they will find in the great circle of hotels in Los Angeles or in the foothills and beaches.

### A GREAT ARMY.

Los Angeles is the clearinghouse for the tourists and other travelers who come to California. It sits at the very center of the tourist travel. Its three great railroads with their four transcontinental lines run into Los Angeles and bring here the hundred and fifty thousand travelers who now come each year. From Los Angeles they scatter to their particular favorite among the great inland or beach hotels.

The city hotels come first in importance as they receive the guests upon their arrival in California. Los Angeles naturally stands at the head with its dozen superb hostels and several hundred medium-class hotels and apartment-houses.

### HEIGHT OF LUXURY.

The height of luxury to which the hotels of Los Angeles have reached is shown when it is known that in one hostelry there has been expended close to \$3,000,000. One hotel in the city has found that it required \$20,000 to purchase the necessary cut glass for its patrons. Another hotel has furnished its waiters with valets. This shows the excellence of the service that obtains in Los Angeles hotels. The need of this perfection in service and elegance in equipment is found in the fact that Los Angeles sits at the cross roads of the world pathways and that through the great hotels of the city pass the travelers from every clime under the sun. They come with their tastes educated along certain lines and with the money to gratify them and they find that they can be gratified in Los Angeles.

It was not over five years ago when the first really great metropolitan hotel in Los Angeles was opened. There were many who thought it a waste of money to construct a hostelry on the scale of magnificence that this particular establishment possessed.

Two years later this same hostelry was compelled by a rush of business, which in no way lessened the volume at the other hotels, to begin the work of constructing an annex costing over \$1,000,000, which was opened Thanksgiving Day of last year. On the heels of this accomplishment came the statement that the same hotel corporation in a struggle to keep abreast of the rapidly rising tide of wealthy tourist travel to California, was laying plans to begin work on a third hotel building to cost over \$1,500,000, on an adjacent piece of property, making a total investment of about \$4,500,000 in one hotel establishment.

In the construction of this hotel and its rapid growth and effort to meet the demands made upon it is told the story of the wonderful advance that has been made each year in the tourist travel to Southern California.

### MODERATE PRICES.

The man who comes to Southern California is not always wealthy, but there is a great host of tourists who would be termed well-to-do with sufficient money to spend the rest of their days in leisurely touring of the country but who still feel the need of a moderate priced hostelry. Here they find what they want. During the last five years there have been twenty-five

of these excellent structures erected in Los Angeles. They are, many of them, fireproof and constructed of steel, tile and concrete, and all have every convenience. All that they lack as compared to the big palaces is the ornamentation and the service afforded. They are fully as comfortable. It is to these establishments that the middle-class tourists flock in ever-increasing thousands.

The great apartment-houses in Los Angeles, of which there are perhaps three hundred or more, are the real joy of the tourist with his family who comes to spend the entire winter months in this land of sunshine and flowers. Here he can walk in at any hour of the day or night and by simply pressing a button find himself in a perfectly furnished home with every need provided for down to the required number of dessert or butter platters for the table. Here in these apartment-houses live the great body of tourists who come to Southern California. It has been said that many of them "live out of a paper bag." Perhaps they do in some cases for it is the easiest thing in the world to step into any one of the hundreds of delicatessen stores and purchase cooked any of a score of good things to eat. Or perhaps the stranger is fruit starved coming from the cold East, and the fruit stores and markets heaped high with miniature mountains of all kinds of golden fruits appeal with never ending satisfaction to his appetite.

The call of the out-of-doors in Southern California is so insistent that the tourist and his family do not want to spend the time necessary to go to housekeeping on a large scale and do not desire to spend the money to live in one of the great hotels, therefore they secure an apartment and are happy and unfettered.

### MOUNTAIN AND SEA.

Dotted the heights at a score of places throughout the foothills and nestling close up to the base of the mother mountains or the sea are the tourists hotels proper. These structures are for the most part located on great estates.

There is an atmosphere of exclusiveness about them which is not even attained by the marble palaces of the cities of Southern California. It is the atmosphere of clean living and of outdoor sports where the appeal of the golf course, the tennis courts, the beautiful horseback rides through the orange groves or along the canyon trails and the lure of the swift dash by powerful motor along winding roads which seem to begin nowhere and end nowhere, is strong and will not be denied.

Here the tourists meet and here they remain quietly and unobtrusively living the ideal outdoor life in California's wine-like air and always with the great hotel with its wide spread and roomy wings waiting to receive them hospitably at nightfall.

These great structures extend at various intervals from Santa Barbara to San Diego and run back into the foothills and then down to the beach.

They are all within easy striking distance of Los Angeles, Pasadena, Santa Barbara, San Diego, Riverside or Redlands. All of the guests, however, look upon Los Angeles as the center and keep their motors in readiness for a hasty flight into Los Angeles on a shopping expedition or a round of the theaters.

### ALL THE YEAR.

There is now but one season for tourists in Southern California and that begins January 1 and ends December 31.

A few years ago there was only a winter season in Southern California for tourists. It extended from the middle of November until about April 1, with the height between the middle of January and the end of March.

At that time the fallacy that Southern California made up for its beautiful sunshiny winters by having summers which were hotter than Tophet and in which only natives could be comfortable, was prevalent.

The truth that the summer months in Southern California are the most delightful of the entire year began to be appreciated about four or five years ago; and gradually, from a torpid and somnolent condition during the summer months, the tourist travel advanced until during the last summer almost as many strangers were in Los Angeles as during the winter tourist season. The attraction and lure of the incomparable beaches of Southern California brought this about.

ROY A. WYNNE.

## A Glimpse of Railroad Extension in California.

### SOUTHERN PACIFIC'S \$60,000,000.

**F**ROM the rich cantaloupe section and cotton belt of the Imperial Valley in the southernmost part of California, to the great wheat and lumber territory in the northern part of the State through the richest valleys in the State, over the highest mountains yet conquered by the railroad engineer; skirting 500 miles of the Pacific Ocean, tapping the great citrus fruit center of the United States, and all this to serve the population of this country with California's products, and bringing into the State thousands of permanent settlers annually, is a brief word picture of what the Southern Pacific Railroad is doing.

More than \$60,000,000 has been spent by the Southern Pacific Company in improvements in California since 1901. The company has spent annually for the last ten years more than \$500,000 in advertising California in the East and in Europe. Low colonist rates have been placed in effect twice each year, thirty days in the spring and thirty days in the fall, and through these special low rates the Southern Pacific has brought into California in the last ten years more than 680,000 persons. These colonist

tickets are sold to California points only, are not sold to include a round trip, and California's wonderful increase in population during the last decade is ascribed in a large measure to these rates. Ten years ago the only question that bothered those who were anxious to increase the population of this State was how to get the people here. If they only could be induced to come for a few days it was felt that they would remain. The Southern Pacific answered the question with "Colonist" and "Home-seekers" rates. The people of California have done the rest. Once in California they were made to forget the East.

From twenty-three miles of railroad operated in California in 1860 to nearly 5000 miles operated in this State in 1911, is the brief statistical history of the growth of the Southern Pacific in this State in forty-five years. This article is not a history containing numerous figures, but a few figures showing the growth of California in a railroad sense will not be amiss at this point. In 1865, when less than fifty miles of road were being operated, the Southern Pacific owned but nine passenger coaches. Today this road is the possessor of 1958 of these cars and nearly 50,000 freight cars, all of the most modern construction. The story of the locomotives is the same. Twelve locomotives in 1865, the combined

weight of which would about equal the weight of two of the 1821 owned and operated today.

The great cities of modern times are the joint products of the railroads and the people. It is commerce that builds cities and roads, tunnels mountains and makes famine an impossibility.

The railroad takes your surplus product and brings the money back. It brings the world and the market to your door. The railroads, by running their lines into the fruit sections, have made it possible for the California farmer or fruit grower to dispose of his products in markets that a few years ago were considered impossible. It has profited by it, to be sure, but if the grower and the railroads had not got together and agreed upon lines, rates, etc., California might be where it was forty years ago. More than 940,000 tons of California fruits were shipped by the Southern Pacific out of this State during the twelve months ending June 30, 1911. Would this have been possible if the farmer and the railroad hadn't co-operated, one offering to develop the land and the other agreeing to tap the section and transport the products? In and out of this State in the fiscal year ended last June, the Southern Pacific transported nearly 16,000,000 tons of freight.

F. G. ATHEARN.



## Business Announcements—Enterprises, Opportunities and Investments.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial enterprises, the nature of and responsibility for which are shown in the notices themselves.]

### Santa Anita Rancho in the San Gabriel.

#### THE H. A. UNRUH COMPANY.

H. A. Unruh has been a resident of Los Angeles county since the month of February, 1884. He has always been in close touch with the agricultural and horticultural interests of Southern California, and considered one of the best-posted men on the Pacific Coast in these branches of active and profitable industry.

For a long term of years he has been engaged in the management of the extensive landed and other interests of the late E. J. Baldwin. Mr. Unruh's supervision of the Baldwin interests was not only confined to Los Angeles county, but reached out into other sections of this and other States where the deceased had possessions. Since the death of Mr. Baldwin on March 1, 1909, Mr. Unruh has been the executor of the entire estate, and is still engaged in closing up the affairs. The onerous duties imposed upon him in this respect have more than proven his integrity and his true worth as a safe and conservative man of business.

In his relation with beneficiaries of the Baldwin will in the contests in the courts and in his relations with the courts and the counsel for all parties interested, Mr. Unruh, by his patience and intelligence, won and still holds the respect of all persons with whom he has come in contact.

In handling the properties of Mr. Baldwin during the lifetime of the millionaire and since his death, Mr. Unruh has acquired a vast amount of valuable information and experience which he has wisely planned to place at the service of the general public, especially the great army of people who love California for its climate, for its wonderful possibilities for advancement and independence in either investment in fertile land or in the settlement and cultivation of rich acres so close to the great city of Los Angeles.

It is the aim and purpose of Mr. Unruh, as soon as his present duties as executor of the Baldwin estate are finished, to organize the H. A. Unruh Company and place upon the market subdivisions of the great Santa Anita Rancho, located in the heart of the famous San Gabriel Valley, one of the most productive regions in the entire State of California.

The organization of the company will be complete in all details in location and otherwise. It will afford assistance and reliable information to buyers of land and will provide pointers for individuals who desire to engage in business, manufacturing or other enterprises. Exact information as to location and planting of orchards of every description, and information gained from actual experience concerning soils, water and other conditions existing in the valley will be given.

The Unruh company will engage extensively in the purchase and sale of lands and conduct a general real estate business along the most approved lines, creditable alike to the company and to Southern California.

Mr. Unruh's personal experience includes the building and successful operation of railroads, mining, oil and water developments, the conservation of water, the planting and care of all varieties of fruit and other trees from seed to production, and a thorough study of the soil, fertilization, growth, variety of conditions. He is also fully equipped and competent to judge values of lands and crops, as well as give reliable advice as to possibilities from season to season.

It is conceded that in the near future, with the

opening of the Panama Canal and the completion of many big projects for substantial development now under way, the southern counties of California will experience such an increase of population that the rapid growth of the past will seem tame by comparison with that enjoyed in the future. Many tremendous enterprises will be inaugurated which have thus far scarcely been conceived, and the general activity in all lines of commerce and in industry in both the city and the rural districts will give such an impetus to business interests that values will soar as never before in the history of this or any other part of the State.

As soon as the possibilities of energy and life in Southern California become fully known there will be a tremendous rush of home-seekers and investors to this coast to make good the early predictions that Los Angeles will become a city of 1,000,000 or more inhabitants before the year 1920. Even now the population has jumped to nearly 400,000, according to figures given out by the Chamber of Commerce.

The coming of the hundreds of thousands of strangers to the coast from all parts of America and foreign lands means much for the future, not only for the making of a wonderful metropolis, but also for the creation of new towns and cities and the higher and more intelligent and more profitable cultivation of the soil.

Already the city of Los Angeles is one of the most important industrial centers of the West. It is widely known as a gem home city and as the gathering place of the millionaires who have amassed their tremendous holdings in citrus fruit enterprises, in mining and development of the rich oil fields, and in the management of great commercial enterprises in this and other cities.

In the industrial districts of the city are conducted numerous factories where are employed tens of thousands of artisans. In the fields of the valley may be seen the frugal husbandman or the fruit grower giving attention to the cultivation of his land, and finishing each season on a tract of ten or twenty acres with a greater return in cash for his products than any farmer of the eastern States can realize from his arduous work and exposure in the harvest from 160 acres. This statement may be easily confirmed by communication with any grower in the region of Los Angeles.

It is in and about Los Angeles that may be found the most inviting field for the establishment of manufacturing plants. In any part of Southern California the investor may establish a factory and engage in the making of any article without giving any attention to what the weather may be from day to day. This is the land of perpetual sunshine and ideal climate. As every hour in an industrial plant counts for profit there is no waste and no idle hours on account of cold or rain. Power for propelling machinery is available in abundance. All that is required is to select a location for a factory no matter where, without any worry about the power. When that is wanted it will be brought to the plant by wire and electric motors placed in position to make the wheels go round.

Los Angeles is a most convenient and liberal market for everything used by men and women to add to their comfort and convenience. There are populous suburbs too numerous to mention where commodities may be sold at a good profit.

When the manufacturers of the East learn of the favorable conditions in climate, cheap power and

fuel, the close proximity of raw material, the perfect transportation facilities, either by water or rail, and splendid markets, and when the skilled workman finds out that he can build his own home in this sunland at less cost, live better and for less money than in any other locality, while he can be employed throughout the year without having to provide for periods of inclement weather either in clothing or housing, Los Angeles and the contiguous territory will grow as never before, both in population and industrial development. These and many other advantages that might be mentioned will and must bring astounding results in the near future.

The counties of Southern California produce more returns from outside sources for products exported for the actual products of the soil than any other known locality of the same area, while at the same time they produce the greater part of all the necessities of life for its own people and visitors. There is no need to refer especially to the glorious climate of the Southland. It is always with us and is looked upon as one of the chief assets of this region.

What many people have accomplished in Southern California still others may produce for they will be fortified with the experience of those who have preceded them in the great land of opportunity. With a residence of more than twenty-five years in the San Gabriel Valley, combined with experience in the fields and on the rancho no man is better qualified to give information and advice in the intelligent cultivation of the soil or the management of properties of every description than is Mr. Unruh. In the near future he will lay before the public the plans he has made for the special development of the rich Santa Anita Rancho and other properties.

A fifth-class town far down in the State of Indiana is a fair example of what may be accomplished by any new community in the building of a growing town and the development of important industrial enterprises. The people of the energetic Indiana town banded themselves together for the common good. They had an ideal location, with the best of railway facilities, such as may be had at almost any point in the country adjacent to Los Angeles. These boosters stood together firmly. They advertised liberally their advantages and they built up a town of more than ordinary thrift, with everybody prosperous and happy. They did it all by pulling together from the first. How much more it is possible to accomplish in the San Gabriel Valley, where there are so many advantages to bring about desired results.

The time has arrived when these results will be attained. In years past Mr. Unruh has had no small part in showing the man from Missouri, for tens of thousands of tourists have visited and inspected the property that has been under his charge. All have praised the achievements of Mr. Unruh. Pioneer exhibits made at the principal expositions in the cities of the East in years past have shown the results achieved on the Baldwin Santa Anita Ranch.

The formation of the H. A. Unruh Company has been under consideration for many months. Many details are yet to be worked out by Mr. Unruh and his associates. Assurance is given that those seeking homes in Southern California or parcels of land for cultivation will be treated with the greatest consideration, in order that the land handled may be brought into rapid state of production and that only peace and contentment may exist among those who have come to the coast to make their homes.

#### THE CALIFORNIA HOSPITAL.

Among the established institutions of Los Angeles of the higher class which have contributed so much to the good name of the city in producing results of an enduring nature for the benefit of those of our own people and for those who have come to the Coast from a distance to enjoy the superb climate of sunny California, is the California Hospital, which was first thrown open to the public in 1897. It is an incorporated institution and is conducted by physicians who thoroughly understand all local conditions and give careful and sympathetic consideration to all patients.

Located on an ideal site in a quiet residential section, within a short electric car ride of the business center, the hospital has become more popular with the public every year. It is in the 1400 block on South Hope street, the grounds extending through to Grand avenue. Potent factors in restoring health and vigor are the California sunshine and balmy air, and in the construction of the buildings forming the hospital ample provision was made by the wise founders to make the most of the natural conditions prevailing the year around in Los Angeles.

More than half a million dollars have been expended in the construction of the institution. There are six large buildings in the group, each equipped in a manner suitable for the best possible care of the numerous patients. Equipment throughout is ideal, the result of years of observation and careful study to obtain the best results. The California Hospital is unsurpassed in its furnishings, in its perfect sanitation, in its comforts and the personnel of the faculty, which includes many of the best-known practitioners of Los Angeles, all of the eleven directors having resided here for more than twenty-five years.

Special attention is paid to the dietary, which includes excellent soups and broths, with rich, pure cream, milk, butter, eggs, direct from the farm, and, as the condition of the patient permits, the best of meats, fish, poultry and game, prepared by a chef of recognized merit. The finest variety of ripe fruit and fresh vegetables is supplied by the markets of the city each day in the year.

These superior advantages, combined with the skill of the attending physicians and surgeons, and the watchful and experienced care of the trained nurses, place the institution among the best of similar hospitals. It offers treatment and care under the most favorable conditions, which appeal to those seeking the best results for the restoration of health and the prolongation of life.

The medical director of the California Hospital is Dr. Walter Lindley. The officers and directors are: Dr. E. R. Smith, president; Dr. W. W. Hitchcock, vice-president; Dr. W. W. Beckett, treasurer; Dr. John C. Ferbert, Dr. George L. Cole, Dr. Edward J. Cook, Dr. H. Bert Ellis, Dr. Carl Kurtz, Dr. Guy Cochran, Dr. E. Clarence Moore, directors, and Dr. Walter Lindley, secretary. The foregoing physicians are prominent and influential residents of the community, and are among those at the head of their profession.

The several departments of the hospital embrace the medical, surgical, maternity, eye and ear sections,

with all of the latest appliances available for the successful treatment of the most intricate cases and complicated diseases.

Applicants for admission to the hospital who are afflicted with what are considered contagious diseases in any form are not admitted.

The California Hospital is one of the largest private general hospitals in the country. It has extensive tropical gardens, where patients spend much of their time in cots and wheel chairs in the enjoyment of the sunshine and balmy air. A garden nurse is constantly on duty, and it is her work to look after the wants and entertain the outdoor patients. The institution draws patients from every State in the Union. These are treated and cared for at what are considered reasonable rates, considering the advantages offered. Attention is directed to one of the special features of the California Hospital. It is the training school or college for young women, who are taught the skill and details of nursing of the highest standard of excellence, such as is required by the management. This school offers unusual opportunities for thorough, practical experience in medical, surgical, gynecological and obstetrical nursing.

While all other objects are subservient to the chief one of curing those who become patients at the hospital, the management realizes that in this training school for nurses they have a work that is worthy of their best efforts. The chief aim of the faculty is to so thoroughly train and educate California women that they will have no superiors in this most noble calling. It is a vocation that involves self-sacrifice, singleness of purpose and a good conscience, and the young woman, beginning as a pupil nurse, should enter upon her three years' study and work in the school with an enthusiastic realization of what the work involves.

This school was opened about thirteen years ago. That it has been a success in every detail is proven by the superior work given by the graduate nurses at the California Hospital. Patients accord the institution the highest praise for the efficiency of the service, given not only by the faculty, but also by the attendants in every department.

The main entrance to the California Hospital is from the Hope-street side. The visitor enters pleasant offices, where courteous officials greet him.

Considering the treatment, skilled attention and general environments, the terms of the hospital are reasonable. Established rates provide that a private room, board and general nursing can be had for \$21 a week, but there are more expensive rooms. A delightful sunny room can be furnished as required, while a special nurse, if one is desired, costs the patient \$20 a week. In the maternity department the rates are \$25 a week. Full information as to accommodations in any department of the institution may be had by addressing or calling at the office of the hospital, or by sending for an illustrated booklet giving points on rates and service.

All street cars reach the hospital either direct or by transfer, but, if it is required, an ambulance will be sent to meet any train at any hour of the day or night, or go to any part of the city for the conveyance of patients to the hospital.

#### CLARA BARTON HOSPITAL.

The Clara Barton Hospital, named for Clara Barton, the originator of the Red Cross Society, located at No. 447 South Olive street, within a short distance of the business center of the city, is one of the best-known institutions of its character in the great Southwest. It was founded in a small way in 1904 by Dr. H. P. Barton, nephew of Clara Barton, and through his management it has become one of the largest and best equipped hospitals in the country, provided with a thoroughly competent corps of physicians and surgeons, who are recognized as leaders in the local fraternity.

Early in 1911 the modern six-story addition to the hospital structure more than doubled the capacity of the institution. In the general hospital there are sixty-five beds, chiefly for the accommodation of surgical cases, two of the apartments for operating purposes being finished in glass and tile, which afford absolutely perfect sanitary arrangement.

The concrete addition at the rear is a building of the highest class in arrangement and equipment, in which is installed all of the latest improvements and facilities for the proper treatment and tender care of the afflicted. No other hospital in the city offers a greater measure better accommodation for patients than does the Clara Barton.

Contributing largely to the success of the hospital which is rapidly growing in popular favor are the attentions shown, and sympathetic trained nurses, all of whom are graduates of the Clara Barton, a school under the special instruction of the manager and members of the faculty.

Perfect sanitation, ventilation and cleanliness are striking features of the institution, while the elevator service and watchful care complete the comforts of the hospital, in addition to the wisdom and skill of the attending physicians and surgeons.

Dr. H. P. Barton is the president and manager of the Clara Barton; Dr. R. F. Hastreiter is vice-president; Dr. C. A. Smalley, secretary, and Dr. A. C. Thorpe and Dr. E. E. Sherrard, directors.

#### MARTIN'S MINING LAW.

Attorney Theodore Martin, member of the Los Angeles bar and formerly identified with the bar of Colorado, who has been a close student of the mining law of all States since entering upon his profession, is the author of one of the most valued works for the profitable use and guidance of those interested in mineral operations. It is known as Martin's Mining Law and Land Office Procedure, with forms, in one volume of over 1000 pages, citing one thousand late cases.

This book contains a discussion of mining rules and regulations, lands subject to exploration and appropriation, lode claims, placer claims, tunnel sites, discovery, extent, size and shape of mining claims, marking boundaries, location, assessment work, abandonment, forfeiture, relocation, patent, following lode or vein on its dip, town s'tes grub-stake contracts, Federal, State and Territorial statutes and Land Office rules and regulations.



# Guaranty Pipe Line Company.

## NEW OIL TRANSPORTATION.

In the great oil industry, as in many important industries of the country, the factor of transportation is often more important than production itself, in a practical way, for production is useless and wasteful if there are not at hand facilities for transporting the product to the proper markets. That this is especially true of the oil industry is shown by the whole history of that industry, both in the East and in California. The handicap of railroad shipment would have stamped out the life of the California oil fields years ago if they had not possessed such wonderful resources and productiveness.

The situation as it now exists is most unsatisfactory, for the dependence which the oil producer is forced to place in railroad transportation hampers him at every turn.

This leads to the point of future transportation for the Southern California oil fields, and at this point the oil man is confronted with one of the most important enterprises now being undertaken in this section. Many leading men here regard it as one of the greatest enterprises ever undertaken for the good of the city of Los Angeles, as well as the good of the oil industry. This is the construction of a great pipe line from the Midway oil fields to the city of Los Angeles.

The survey for this line has already been completed, and crews are now in the field beginning the work of building the line, which will be over 150 miles long. The total cost of this great undertaking will be nearly \$2,000,000, but many persons believe it cannot fail to be a success, and that it will pay for itself in its service to the industries which will be dependent on it.

This great pipe line is being built by the Guaranty Pipe Line Company, Nos. 327-330 Citizens' National Bank building, Los Angeles, and some of the prominent men of Los Angeles are identified with the project, in addition to men of wealth and standing in other sections. Members of this company say there is little to wonder at in this strong support when one takes the trouble to examine the statistics of earnings and profits by various pipe lines operating in different sections of the country, most of which are working under much less favorable circumstances than exist in this field. Earnings as high as 250 per cent. a year, and some lower than 24 per cent. a year, are shown by the big pipe lines of the East, they say. Here the situation clearly demands such an enterprise, and it is declared, it will not only be a wonderful thing for the country, but a remarkably profitable business investment for those interested in it.

### BANKS SHOW INTEREST.

The banks of this city and the adjoining country have been very much interested in the Guaranty pipe line financing, and have been receiving subscriptions for the gold construction bonds. The bankers, it is said, are of the opinion that the Guaranty pipe line will be the biggest proposition in the development of Los Angeles oil interests.

The Guaranty Pipe Line Company is singularly fortunate in the character of the men who are the controlling factors in its organization. The following partial list of the three hundred prominent stock-

holders and directors of the company will show this at a glance:

G. W. Carroll, Beaumont, Tex., oil operator and prominent banker; H. W. Hellyar, Los Angeles, Cement Products and Construction Company, treasurer; Frank R. Strong, Los Angeles, director Commercial National Bank, president Western Building and Investment Company; Warren Gillelen, vice-president Citizens' Trust and Savings Bank; George W. Dickinson, Los Angeles, of the firm of Strong & Dickinson; Thomas O. Turner, Maricopa, Cal., director Bank of Maricopa, experienced pipe-line operator; J. B. McKim, Ft. Wayne, Ind., division superintendent Pennsylvania Railroad; George H. W. Squire, New York City, prominent member New York Stock Exchange; J. P. Whitney, Philadelphia, Pa., Whitney Glass Works; A. Harold Crookill, No. 29 Broadway, New York; E. P. and S. A. Swenson, New York bankers, No. 37 Wall street; Maynard Gunsul, Los Angeles, vice-president Federal Bank of Los Angeles; Charles W. Brooks, Houston, Tex., prominent oil operator; W. B. Stridivant, Los Angeles, general manager Phoenix Mutual Life Insurance Company; C. H. Burdick, Maricopa, Cal., superintendent Guaranty Oil Company; M. O. Hert, Colton, Cal., banker and lawyer; A. D. Compton, Pasadena, Cal., capitalist, mining and oil; Shirley C. Ward, Los Angeles, financier and operator; G. W. E. Griffith, Highland Park, Cal., retired banker; Charles F. O'Brien, Los Angeles, of the C. F. O'Brien Company; Judge Drew Fruit, Los Angeles, prominent attorney; Dr. J. E. Cowles, Los Angeles, well-known physician, conservative investor; W. B. Scoville, Pasadena, Cal., assistant cashier Pasadena National Bank; A. L. Martin, Los Angeles, capitalist; L. M. West, Los Angeles, Independent Steamship Company; Clarence C. Brinton, Germantown, Philadelphia, Pa., cashier Germantown Trust Company; A. M. Drake, Pasadena, Cal., capitalist; Felix W. Ewing, Ventura, Cal., president First National Bank; J. F. O'Brien, Los Angeles, president Utahite Powder Company; George W. Brown, president Carter's Smart Weed Company, and Dr. W. M. Lewis, physician.

The Guaranty Pipe Line Company is incorporated for \$5,000,000 and the construction of the line has been provided for by \$2,000,000, first mortgage, 8 per cent. gold bonds. These bonds are doubly secured, first by the first lien on all property owned or acquired, and second by guaranty of both principal and interest by the Guaranty Oil Company. The interest is payable semi-annually, and the trustee is the Title Insurance and Trust Company of Los Angeles.

The active manager of the company at its Los Angeles office is R. L. Cox, a prominent oil man of Texas and California. Mr. Cox is a gentleman of wide experience and high standing, whose honesty and ability are vouched for by some of the leading bankers of two States. He is a man of remarkable business acumen and has handled many large deals in the Texas oil fields as well as in California.

His foresight and judgment in grasping the situation now existing here is being credited among business men as a real stroke of business genius, and the working out of the idea has shown him a man of practical ability in the financial field, as well as in the constructive. When fully developed, it is said, his plans will make the Guaranty Oil Company one of

the most substantial and best dividend payers on the Pacific Coast.

Associated with him in the active work of the company is Thomas O. Turner, superintendent of the Guaranty Pipe Line Company, who is one of the best-known oil and pipe-line men in the State. His experience, covering a period of twenty years in the eastern fields and ten years in California, has equipped him with the very best knowledge, information and experience.

Mr. Turner built the first line in the Kern River fields and one of the first refineries in the State. The pipe line constructed by him, as is usual with pipe lines, was highly profitable, and is said to have paid for itself in a year and a half after completion.

He is also president of the Maricopa Hospital Association, director of the Bank of Maricopa and connected with some of the best enterprises in the California field. His associates and business men with whom he has come in contact in the past speak in the highest terms of his qualities, both as a man and as an experienced operator.

The Guaranty Pipe Line Company well merits the name of being one of the greatest enterprises of Southern California at the present time. Its managers say it bids fair to make over Los Angeles into an industrial city and to make itself into one of the strongest and wealthiest corporations which have grown up in the West.

### LAY DOWN OIL TO CONSUMERS.

General Manager Cox bases the need for a pipe line connecting Los Angeles and Southern California with the great producing fields of Kern county upon the present condition of the oil industry of the State. For months the surplus stocks have been added to at the rate of 30,000 barrels daily, and all of the big marketers have been unable to provide extra storage in the ratio of increased production. And at that, and as a matter of practical necessity, the additional storage is being erected at the seat of production; in other words, in Kern county.

Absolute stopping of the drills is the only means of heading off the ever-increasing surplus, with the one exception of new markets. Mr. Cox believes that the best way to secure a new market for the crude oil is to lay the oil down where consumers want it at a minimum of cost. The present rail transportation makes the cost of oil laid down in Los Angeles more than double the cost at the wells, and he therefore figures that the cheaper pipe-line transportation would not only make for a higher price at the well, proving a benefit to the producer, but would enable the consumer a hundred or more miles distant from the point of production to secure the oil needed for his business at a less cost than if he has to depend upon rail transportation.

It is known that cheap oil in Los Angeles for fuel in abundance would be immediately seized upon by industrial and manufacturing concerns, and the completion of the great work which Mr. Cox has in hand will, without doubt, open up new markets for the prolific oil fields of the northern part of the State. Los Angeles alone, it is believed, would consume 1,000,000 barrels of oil a month in excess of its present demands if the oil could be landed here cheaply and expeditiously.

# Immense Manufactory for Oil and Other Tools.

## UNION TOOL COMPANY.

Among the California industrial enterprises which have accomplished so much in the development of the great oil fields and the mining properties of this and other States, the Union Tool Company, which was organized in May, 1908, by the consolidation of the Union Oil Tool Company and the American Engineering and Foundry Company, with capitalization of \$1,200,000, stands at the head of native corporations in providing everything wanted by those operating in the mineral sections of the West.

Heavy investments have been made by the company and much of the cash which has heretofore gone to swell the banking accounts of eastern companies now goes into home enterprises and local banks, while thousands of California people enjoy year-round employment at good wages, occupying their own homes and rearing native sons and daughters to brighten the happy homes.

The extensive plant of the Union Tool Company is located at No. 564 Mateo street, the group of buildings being of steel construction, representing floor space of 150,000 square feet. In each structure is installed the latest machinery and devices, many of special design, for the manufacture of the varied output of the corporation. The products, which are recognized as among the best to be obtained, are not only sold in all territory embracing the Pacific Coast region, but also in distant sections. Large shipments are made to foreign countries.

The Union Tool Company is not surpassed in the varied lines and quality of its manufactured goods. The specialty is the manufacture of oil well supplies of every description, including rig irons, steam and gas engines, drilling and fishing tools. Everything in this line necessary to drill and operate oil and gas wells is manufactured. Facilities for producing the highest class of products for use in the oil fields are unsurpassed.

Included in the specialties designed and made by Union Tool Company are many of special merit. They are to be found in successful and profitable use in every oil field and mining camp in the entire mineral producing section.

During the early history of this most valued industry, which antedates the incorporation of the company in 1908, the management devoted its chief work to designing and making special oil well tools. Since the merger of the two organizations the present company has made practically every important improvement in oil well tools that has been introduced on the Coast. All of the improvements have been patented. For the life of these inventions the company has the exclusive right throughout the country. In no instance has the Union Tool Company in catering to the wants and needs of the men and companies in the field of mining and oil ever failed to meet promptly all requirements to surmount difficulties, either in this or other countries. With the rapid development of the oil industry the company has been a most important factor and decided help in designing special tools and providing other appliances that overcome obstacles and has brought to the surface the great values hidden

from sight, returns which have enriched the city, county and State.

### FIVE HUNDRED EMPLOYEES.

In the employ of the company are more than 500 operatives, representing some of the most skillful mechanics in the country, men who have been selected by the management for their special skill and general knowledge of mechanics. Scores of the operatives have been on the pay roll of the Union Tool Company since its organization, and they take personal pride in their work. The aim of the company has always been to maintain the highest standard of excellence in the production of its products, even to the smallest detail.

The operations of the Union Tool Company, as is well known, are not confined to Los Angeles, which is the headquarters of the corporation. Branch plants are established at Orcutt, Moron and Coalinga. Each industry is in the very heart of the rich oil fields, and each plant is thoroughly equipped to meet the daily demands of the trade which includes all of the representative oil corporations. The location of the branch plants grew out of the desire on the part of the Union Tool Company to get the best of service with no delays. This indicates the spirit of enterprise and liberality which has always characterized the guiding hand of the officers.

General offices of the company are in Los Angeles, and men of thorough business capacity and acumen direct the affairs of the big corporation. The officers and directors are: Edward Double, president and general manager; W. L. Stewart, vice-president; P. W. Maestas, secretary; directors, Lyman Stewart, J. S. Torrence, Robert Watchorn and W. E. B. Partridge. Many of the officers and directors of the company are interested in numerous other enterprises in this and other communities, either in financial institutions or in commercial and industrial lines, and they are also identified with civic organizations and with many of the social organizations, all of which are potent factors in building up greater Los Angeles and the great Southwest.

Fortunes have been made by hard work on the part of the management who had the foresight to sense the future of this magic section of the United States, and with means at their command they had the courage to invest heavily and take the risk of establishing a huge industry in advance of the real needs of the country locally. Now they are in the full enjoyment of the fruits of their wisdom and management and occupying splendid homes with all the comforts of life. While the chief stockholders of the Union Tool Company are in easy circumstances they have had the satisfaction of building up a permanent enterprise which has provided employment at lucrative wages for hundreds of men in this and other communities.

The loyal employees of the company, many of them own their own homes and are in prosperous circumstances. Heads of families have grown up in the service of the company, and their children have gone through the schools and are among the contented breadwinners of the community in various walks of life. Not a few, like their fathers, entered the em-

ploy of the company and are on the pay roll. The loyalty and thorough competency of the force identified with the corporation combine to illustrate the success of the Union Tool Company in dealing with the public.

### PROBABLE ENLARGEMENT OF FACTORY.

The past has been a record of which any manufacturing enterprise may well feel proud. No undertaking on the part of the company has ever been a failure. The management and the skilled workmen always make good. Two years ago the plant was enlarged to better meet the demands of the growing trade in the tool line and the very latest machinery was installed.

While the oil fields in California have been developed at a marvelously rapid pace, other virgin sections are being invaded and the demand for tools is so great that it is stated the Union Tool Company may soon be compelled to make further extension of their buildings to keep pace with the march of progress. The products of the company so well and favorably known are in universal use wherever the best results are attained in oil or mineral fields. The trade extends into the republic of Mexico and into lands across the seas.

Early in the development of the oil fields of California manufacturing companies of the larger eastern cities, which had provided facilities for the oil sections of Pennsylvania and other States beyond the Rockies, endeavored to meet the needs of the pioneer developers of the Coast region. But the opening in Los Angeles for a plant to meet the wants of the drillers and producers was so apparent that the men now identified with the Union Tool Company got busy, with the result that this corporation covers the field to the furthest point of the producing territory. It is in a position on the shortest notice to provide anything and everything desired without waiting for delayed shipments from the eastern factories.

Loyalty to home industries also enters into the business and companies and individuals who are working together for the upbuilding of the Southwest, and desire to keep California money at home, are liberal in their patronage of the Union Tool Company. That these people and all others who patronize the company get full value received, and oftentimes much better results than if they ordered goods from foreign factories, whose managers know little of actual conditions and the needs of the producers on the Coast, is proved by the fact that the local company is kept running full-handed in filling orders.

And for the further accommodation of the trade the Union Tool Company, as already stated, has established branch supply houses in the towns conveniently located for their patrons. The company, in fact, has demonstrated that it is in a position to compete successfully with its most energetic rival in the tool-making line. Its inventions, which are covered by government patents, give the corporation a position among those who know what is best in the tool line—a position that cannot be disturbed, and serves to hold and build up the business which is recognized as one of the leading enterprises, not only of the city of Los Angeles, but of the great West.

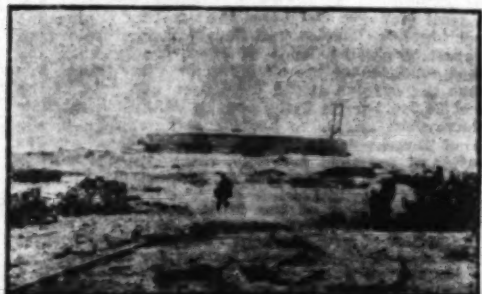


## PALMER ANNEX OIL COMPANY.

The Palmer Annex Oil Company, whose headquarters are suite No. 605 H. W. Hellman building, Fourth and Spring streets, is one of the most important oil corporations in the State of California. It has not been the policy of the officers of this big organization to talk, but to act, and the accomplishments of the company speak for themselves. In point of proved holdings, development, revenues from leases, railroad, storage and pipe-line facilities, to say nothing of the manufacturing end of the oil industry, the Palmer Annex Oil Company stands at the head of the procession.

This company was incorporated in the year 1909 with a capitalization of \$2,000,000, divided into 2,000,000 shares of a par value of \$1 each. Immediately after the formation of the company it acquired by purchase 955 acres of land in the center of the Santa Maria oil fields, Cat Canyon district, Santa Barbara county, paying for the same from \$300 to \$2500 per acre. Drilling operations commenced the latter part of the year 1910 and have been continued since that time. Two wells are now producing and bid fair to be as profitable as any in the State. Six additional wells are being drilled, two of which it is expected will be finished in the early part of the year.

In addition to the 955 acres belonging to the company in fee simple, the Palmer Annex has taken over under lease from the Los Alamos Petroleum Company forty acres, which gives it a total of 995 acres. The property of the company is equipped with seven standard rigs and one rotary rig and a modern, up-to-date camp of sufficient size to care for the



55,000 BARREL STEEL TANK IN COURSE OF CONSTRUCTION.

large development contemplated in the future. There has been completed for the use of the Palmer Annex about 500,000 barrels of storage. The water supply has been provided by sinking a well 350 feet deep. A high-pressure air compressor has been installed to assist in starting the production of the wells and overcome the long delays usual where pumping and bailing are resorted to in wells where sand has been troublesome and where it has been difficult to start production in the past.

A part of the holdings of the Palmer Annex Oil Company are leased and operated by the Palmer Oil Company, and it is on this land that the famous Palmer gushers are located. The Palmer Annex Company receives handsome royalties from the Palmer Oil Company.

The company's land lies in a continuous body extending two miles north and south. With the Palmer wells on the south end of the property and the Merchants well, on forty acres which was leased to the Merchants' Oil Company, on the north end of the property, the Los Alamos on the west, and the Dispatch and Ideal on the northwest, there is abundant assurance that all of the company's holdings are underlain with the enormous sands characteristic of this field. There is also an assurance of long life and great productiveness for the company's holdings.

The Palmer Annex Oil Company has completed and owns the Santa Maria Valley Railroad, a standard-gauge railroad about twenty-five miles long, laid with seventy-six-pound steel rails. This railroad extends from Guadalupe on the main line of the Southern Pacific, through the town of Santa Maria into the Cat Canyon field, and thence through almost the entire length of the company's holdings. It will undoubtedly prove of great benefit to the entire field as well as to the Palmer Annex Oil Company. Oil is now being shipped over the line and the road is capable of handling 30,000 to 40,000 barrels of oil per day.



A PORTION OF CAMP.

The shares of the Palmer Annex Oil Company are owned almost exclusively by representative business men of Los Angeles and for this reason it should properly be termed a Los Angeles company. It is managed and operated by well-known and conservative men and its stock is closely held. Including the cost of the railroad this company has expended up to the present time about \$600,000 on development, and additional working capital will be forthcoming from time to time for development purposes to the amount of probably \$1,000,000.

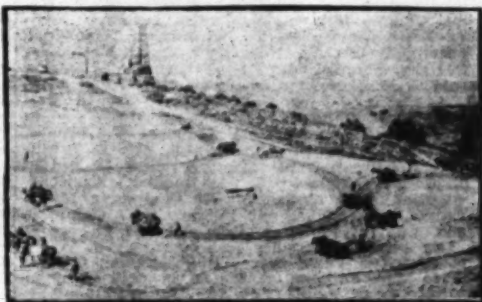
It is the intention of the company if conditions justify to erect a large asphalt plant on the property and to sink additional wells during 1912.

That the probable decision of the Palmer Annex to enter the asphalt manufacturing field is justified is easily seen when one investigates the facts. On an average, thirteen barrels of oil make a ton of asphalt, besides a nearly equal amount of distillate and high-gravity fuel oil. These last two products more than pay for the cost of manufacture so the profit in the industry may be figured out roughly at 100 per cent. on the original cost of the crude oil. Asphalt sells in the market at about \$13 a ton.

The arbitrary term of maltheane has been given to

that property of asphalt which is its adhesiveness or binding power. Some oils have more maltheane than others and consequently are more valuable for the manufacture of asphalt. This is true of the oil produced in the Santa Maria-Palmer field, which contains about 84 per cent. of maltheane.

According to the best authorities—experts of the big refining companies and the city and county engineers throughout the land—the outlook for an increased demand for California asphalt could not be better. The manufacture and sale of asphalt this year will exceed 250,000 tons. Next year the sales are expected to reach 400,000 tons, and thereafter the demand for it will largely increase from year to year. The oil produced on the property of the Palmer Annex Oil Company in the Santa Maria field is in great demand for the manufacture of asphalt.



EARTHEN STORAGE BELOW WELL NO. 2, CAPACITY 475,000 BARRELS.

and it is for the reasons given in this article that the company will probably decide to erect a plant of its own.

While deep drilling is necessary to secure oil in the Santa Maria-Cat Canyon district the oil sands are thick and rich and perseverance is usually rewarded by long-lived wells. W. W. Orcutt, one of the greatest geological authorities in California, has made an exhaustive study of the Santa Maria field and has estimated that there are underlying the field hundreds of millions of barrels of oil. It can readily be seen that the estate of the Palmer Annex Oil Company is rich almost beyond the dreams of avarice and it is apparent that it is being exploited in such a business-like manner as to bring the best results to the stockholders.

## THE UNITED OIL COMPANY.

The United Oil Company was incorporated in Los Angeles November 19, 1909, by C. F. Whittier, C. P. Campbell, J. B. Hedrick, F. L. Blumer, E. D. Morrison, A. F. Andres and J. S. Wallace. The object of the formation of the company was the development of oil properties, and the first property secured by the United Oil Company was a lease on 120 acres of rich oil land in what is known as the North Midway district.

At that time, which was a very short period in the life of a great industrial organization, the North Midway oil field had not been proved to the satisfaction of many oil operators. However, even then there was considerable development work going on in the field. Since that time it has proved to be one of the largest individual oil fields in the country. It has already produced millions of barrels of the brown gold and has so far only been scratched over.

Since its organization, two years ago, the United Oil Company has added to its holdings from time to time until today it owns 950 acres of what is considered by experts to be some of the very best oil territory in the State. No time was lost by this company in developing its properties, and within eight months from the time of its organization it was producing a large amount of oil. In this regard the record made by the United Oil Company stands out like an oasis in a desert. It sets a good example for other operating companies to follow.

Eleven wells have been completed by the company, four other wells are partly finished, and arrangements have been perfected by the management for the drilling of several more in the near future.

At the annual meeting of the stockholders of the United Oil Company, which was held at the company's camp in the Midway field on November 25, a majority of the stockholders were represented and a thorough inspection of the holdings of the company was made. Some of the stockholders present at this meeting had never visited the properties before, and they were unanimous in declaring that the results which had been accomplished were little short of marvelous.

At the annual meeting of the stockholders the following Board of Directors were elected to serve for the ensuing year: C. F. Whittier, C. P. Campbell, J. B. Hedrick, Austin O. Martin, J. M. Neeland, L. B. Turner and E. D. Morrison. This newly-elected Board of Directors met immediately after the adjournment of the annual meeting, and outlined the plans for the future development of the properties of the company.

It was decided to expend from \$20,000 to \$30,000 per month in the drilling of new wells on sections 28 and 29. The United Oil Company owns 400 acres of land in these two sections which has been proven absolutely, by surrounding wells that have recently been finished, to be the very best of gusher territory. By putting into development from \$20,000 to \$30,000 per month the directors of the company believe they will be able to complete at least three or four wells in the next six months.

With the completion of three of these wells, taking as a basis for figuring the production of the adjoining wells, the United Oil Company will be one of the large producers of oil in the State of California.

Three new names have been added to the Board of Directors of the United Oil Company for the ensuing year, namely: J. M. Neeland, Austin O. Moore and L. B. Turner. By the addition of these three men to the board, the company feels that it has materially strengthened its management. These three men are known in the business world for their good judgment and ability.

The affair of the United Oil Company, ever since its organization two years ago, have been carried on in a business-like manner, and the books of the company have been open for the inspection of the stockholders at all times, which is a somewhat different policy than that followed by some oil corporations. From the very first the United has drilled wells and produced oil for the benefit of the holders of stock in the company, and its success has never been excelled by any similar organization in the same line of endeavor.

## THE PALMER UNION OIL COMPANY.

The recent merger of the Palmer Oil Company with the Palmer Union Oil Company is one of the most important transactions in oil circles of the year just closed. This consolidation makes a saving of more than \$25,000 a year in operating expenses.

The merger was effected to enable the two companies to enter the manufacturing and marketing line. As a result it is believed there will be no hitch in the arrangements for producing rich returns to all stockholders. The capitalization of the Palmer Union is \$6,000,000. This will not be increased because of the merger with the Palmer Oil Company but bonds to the amount of \$3,000,000 will be issued and each Palmer stockholder will receive the par value of his Palmer holdings in these bonds and also stock in the Palmer Union Oil Company. This makes a stock issue of about \$5,000,000 with \$1,000,000 in the treasury. As the Palmer's stock issue is about \$2,000,000 there will be \$1,000,000 in bonds left after giving each share-holder his pro rata.

The Palmer has five wells completed, with others under construction. The Palmer Union Oil Company has three wells almost completed on its original Santa Maria holdings and two more under way, besides five wells producing in the Midway fields. The plans of the combined companies call for the construction of a large asphalt plant to be erected at once in Cat Canyon. The Pacific Coast Railway Company has extended its line from Siquoc to the Palmer wells and has a freight rate of only ten cents a barrel for oil to be delivered at Port Harford from the Palmer properties. This obviates the need of building a pipe line at present as it will make its deliveries cost less than those from any other field at tidewater. Tank steamers will be acquired at the earliest date. Asphalt will be transported at minimum of cost. The ten cent freight rate has been approved by the Railroad Commission.

The Palmer Union Oil Company is reaching out for trade in the great Northwest and seeking contracts with prospective consumers. It still has 1,000,000 barrels of oil to be delivered to the Associated and Union Oil Companies under contract but it has a surplus supply over and above the quantity contracted to be delivered.

Officers and directors of the Palmer Union Oil Company are: Frank L. Brown, president; J. C. Kemp Van Ee, vice-president; Lewis A. Hillborn, second vice-president; C. Jepson, secretary; George L. Walker, treasurer; Charles E. Ladd, Gavin McNab and C. P. Simmons, directors.

The properties of the Palmer Union Oil Company are located in one of the richest known oil fields and even rival the famous Baku field of Russia. One of the most remarkable features of the Santa Maria district, where the Palmer holdings are largest, is the extraordinary thickness of the oil sands and their high saturation with petroleum. The sand is somewhat darker and thicker than that of the Baku field, but is identical with that of the latter in the fine crystalline particles that compose it. The saturation of the sand with oil is estimated to be about 40 per cent., which is more than the usual sand saturation. For this reason the wells in the Santa Maria field are believed by experts to be almost inexhaustible and members of the company expect them to be big producers for many years. Some of the Baku wells have been producing for more than 100 years.

Santa Maria oil, which contains an average of only 1½ per cent. of water and sediment, is one of the purest oils known, having an asphalt base. The wells of the Brookshire and other companies in the immediate vicinity show less than two-tenths of 1 per cent. slush. Oil from the deeper wells yields a higher percentage of distillates. A test made with twenty-eight gravity oil from one of the wells showed that six grades of oil may be obtained. These include gasoline and distillate, two grades of kerosene, benzine, naphtha and engine oil, with a residue which was an 18-gravity oil, which is considered an ideal fuel oil. By further distillation other valuable products may be obtained and a heavier fuel oil is still left. In the shallow wells and in the eastern portion of the field a high-grade fuel oil is obtained, the Palmer well showing up a 16 to 17-gravity oil.

In his report on the Santa Maria field, as one of special advantage for the investor in oil stocks, W. W. Orcutt, the widely-known oil expert, said:

"The geological and structural conditions are ideal and perfect."

"The oil measures are massive, being from 300 to 500 feet in thickness. They are thoroughly saturated with oil and the gas pressure is heavy."

"The oil horizons are found at a depth below the surface from 2000 to 3500 feet. Thus depth of wells, heavy gas pressure, massive oil horizons and ideal geological and structural conditions all tend to make a long-lived, big producer of high-grade fuel and refining oil."

"The cost of drilling is low compared to the cost of drilling to the same depth in other fields."

"Many of the wells of the Santa Maria field are gushers and nearly all flow more or less, thus reducing the cost of raising oil to the surface to a minimum."

"There are three eight-inch pipe lines and one six-inch pipe line leading from the field to tidewater, which gives it the best pipe-line facilities of any field in the State."

"The staying qualities of the wells have been demonstrated by seven years' continuous production, and these wells are producing heavily."

"The average production per well is over two times as great as the average production per well in any other field in the State."

"The acreage of the Santa Maria field is held very closely by a few legitimate companies who are producing oil as an industry. All of these companies are successful and are paying large dividends."

"Considering the above facts it is evident that the conditions are very favorable for the investor in oil stocks and securities."

In his more extended report with special reference to the properties of the Palmer Union holdings the valuation of 160 acres of oil land is placed at \$12,000,000.

The Santa Maria oil district is famous as one of the largest oil fields in the State of California and California is known as one of the greatest oil-producing States in the world. The production of California last year was surprising. The total reached more than 80,000,000 barrels. The consumption was 68,172,373 barrels.



## CALIFORNIA NATIONAL SUPPLY CO.

Among the more important enterprises of Los Angeles and Southern California which have aided largely in the substantial development of California along special lines is the California National Supply Company with general offices and place of business established at No. 147-149 North Los Angeles street.

The corporation has been identified with Los Angeles business interests for more than twelve years. The affairs of the company are under the direction of J. H. Barr, president; C. B. Barnes, vice-president, and F. W. Black, treasurer.

The Los Angeles house is the main institution, the company having branch stores located at Brea, Orange county, at Bakersfield, Maricopa, Moren, Taft, McKittrick, Coalinga, Santa Maria, Oremut and Sisquoc, and also a branch office in San Francisco.

The chief business of the California National Supply Company is the manufacture and sale of oil and gas well supplies, which are recognized by oil men and operators to be the best that can be obtained. The specialties are covered by patents, and are of especial value in field operations. All kind of machinery for the proper and economical drilling of oil wells are kept in stock by the company. This machinery includes the Ajax engine, which are said to be especially suitable for hard and effective drilling in the California oil fields, and the National special boiler, built by mechanics who know their business from the ground up. These engines are quick steamers, easily cleaned. They do their work at the least cost. Another winner sold by this company is the National special rotary drill pipe with upset ends, made in four-inch and six-inch sizes with extra long collars.

Where there is an oil district developed or in sections where there is even a suspicion of the existence of oil, there will be found supplies secured from the stores of the California National Supply Company. Agents of the company visit every oil district in the State and are watchful to place the goods of the company.

In the early development of the oil deposits of California, the National Supply Company had sent to the Coast a full line of their goods. They had had their engineers and experts in the field at the time the pioneer developers began operations and they immediately entered the State with their goods, which had been fashioned and perfected to meet the conditions they discovered existed in the new field. Consequently from the very beginning of oil development the National Supply Company became leaders in the enterprise. This company has been an important factor ever since in the rapid and economical field work, which has enriched the State at the rate of \$40,000,000 to \$60,000,000 a year.

Los Angeles is recognized as the great mining and oil center of California. Scores of oil men, seeking the best facilities to develop their property, come here. The California National Supply Company is in a position to provide at short notice, everything desired to properly equip a well—drilling tools, rig irons, pumps, engines and rotaries. These supplies are bought, not only in Los Angeles, but also at the branch stores in the above-named fields.

From the Los Angeles house is shipped the stock for the branch stores and to neighboring States. Supplies are also furnished prospectors and producers in Mexico.

Shipments in large quantities have been made and are still being made to patrons in Mexico; to the Snake River Valley on the line of the Oregon and Idaho Railway; to Wyoming, both to the proven oil belt and to the wildest regions; to districts near Reno, Nev., and to the southern part of the Sagebrush State as well; to Arizona, New Mexico, and to sections of the State of Utah. There is a movement in progress to look up and develop new oil land, and essential factors of the work are the rigs and tools of the National Supply Company.

This company was among the first to bring out what is popularly known as the California Diamond BX casing, a special casing much heavier than that first used, which is of especial value in deep drilling. The deepest well developed in California was brought in by the use of the California Diamond BX casing. The largest well in the State was finished with the same casing.

This company also originated the oil country boiler which has been used extensively in California. It is a boiler with a large dome. So extensive has been the sale of these favorite boilers that it is hardly possible to go on any oil property in the State without seeing one or more of these inventions.

The company, under the present management, has built up a business in the line of oil and gas well supplies.

The main industrial plant and chief offices of the California National Supply Company are established at Toledo, O., and at Pittsburgh, Pa. Huge manufacturing plants are conducted in both eastern cities, where every possible facility is at the command of the corporation for the speedy manufacture of the highest class of oil well tools and machinery. These offices and plants are at the command of the California National Supply Company, and there is therefore no limit to the quantity of supplies available for the trade on the Pacific Coast.

Identified with the parent concern are scores of men who are constantly engaged in producing inventions to further progress in oil development. They receive suggestions from field operatives and from engineers who rely upon the management of the National company to promptly meet all conditions which arise in the work at the wells. The National has never failed to meet the demands of the field men, but has ever kept pace with the march of progress.

The use of the oil products of the State is becoming more general each year. With the early opening of the Panama Canal, and the certain equipment of the naval vessels with oil-burning devices, the future in the oil industry promises greatly increased activity in production, and higher value for the yearly output.

Much of the oil now produced is being placed in storage. Pipe lines are gridironing the oil fields to the coast, and great refineries are being constructed. Oil is steadily entering into every line of profitable enterprise, and more engines and more tools will be required to enlarge the field of operations.

The California National Supply Company, as in the past, is prepared to meet promptly every condition. The management is in close touch with progress in every field.

## FULLERTON OIL COMPANY.

## A Company Doing Successful Business Twelve Years.

The district producing the largest quantity of oil within a radius of twenty-five miles of this city is known as the Fullerton field, with a production of over 6,000,000 barrels per annum of high-grade oil, much above the average of the State in the properties which go to make oils valuable as a refining proposition. The field is easily reached by both electric and steam railroads and by automobile over the new highway now nearing completion.

The field is also connected by a pipe line for the distribution of oil to both Los Angeles and its harbor, San Pedro, where fuel oil is shipped by tank steamer to the Hawaiian Islands, South America, and the Panama Canal. In a short time it will have the benefit of an additional pipe line now being constructed to the site of the new refinery in the course of construction by the Standard Oil Company at El Segundo. The oil in this district is found at various depths, ranging from 2000 to 4000 feet, and is of a gravity of 15 deg. to 32 deg. Baume.

One of the oldest companies operating in this district is the Fullerton Oil Company, organized by W. L. Valentine about twelve years ago. This company began development work on its original holding of fifty acres adjoining the property of the Petroleum Developing Company, producing an oil of 32 deg. gravity and selling its initial production at the magnificent price of 1.50 per barrel.

The proceeds from the sale of oil has provided funds for the purchase of additional territory from time to time until, now, the company has a clear title to 430 acres of oil territory, in addition to paying the cost of drilling nineteen producing wells and making dividends to stockholders of \$550,000, which is \$50,000 in excess of the capital stock of the corporation. This company has no indebtedness of any nature and is paying an annual dividend of \$120,000, which is on the basis of 20 per cent. per annum on the par value of its stock.

The officers of the company have been practically the same since its organization, and the policy of its board of directors has been along the lines of conservative management for the purpose of paying legitimate dividends to the stockholders, rather than the manipulation of the shares on the stock market. The officers of the corporation are: John J. Fay, Jr., president; W. F. Ball, vice-president; W. L. Valentine, secretary; Merchants' National Bank, treasurer; W. H. Holliday, Allen Craig, W. A. Barter and R. D. Wade.

The actual drilling of the wells is under the personal supervision of Allen Craig, one of the best known drilling experts in the California oil fields. It is to his credit that this company has neither lost a well nor drilled a dry hole during its existence. Mr. Craig is of an inventive turn of mind and the operators have him to thank for the conception of the Ideal Rig Irons and many other appliances which have greatly reduced the cost of drilling in addition to making it possible to reach greater depths.

The company has declined flattering offers of purchase of its entire holdings as the management believes that when the present period of over-production of oil shall cease there will be a good market, particularly for the lighter oils which this company produces. The business, officers say, should then be quite profitable as it is fair to presume that all of the oils produced in this field will be in strong demand for refining purposes, due to the growing consumption of gasoline and other by-products. The general trend of the business in the State indicates that in a few years all petroleum will be refined, as it will be too valuable to be used as fuel in its natural state, they believe. This, they say, will mean a residuum oil of uniform quality free from impurities and of high flash test, making it an ideal fuel, particularly for consumption by steamships at which time they are confident there will be a large demand, because of the ocean commerce which will follow the opening of the Panama Canal and the stimulus this will give to the general development of the industries of the entire Pacific Slope.

## THE HALE-M'LEOD OIL COMPANY.

The Hale-McLeod Oil Company, with offices at 925-4 Walter P. Story building, Los Angeles, was organized on September 29, 1909, under the laws of California, and has already jumped into the forefront of producing oil corporations of the State. The names of the men at the head of the company stand for all that is reliable in business and financial relations.

The officers of the Hale-McLeod Oil Company are: President, Nathan W. Hale; vice-president, J. M. McLeod; secretary, F. V. Gordon; treasurer, R. H. Lacy.

Mr. Hale came to Los Angeles about two years ago from Knoxville, Tenn., where he had lived for more than twenty years. In that city he was engaged in the nursery business, wholesale drygoods and notions, and several other lines in which he was signally successful. He so impressed his personality upon the people of Tennessee that coincident with his business activity he was called upon to serve his community and State in various high capacities. He served one term in the lower house of the State Legislature, one in the State Senate, and was elected twice to the Congress of the United States from the Knoxville district. A little over two years ago Mr. Hale came West and organized the Hale-McLeod Oil Company in September, 1909.

Messrs. McLeod, Gordon and Lacy, who are associated with him, have been citizens of Los Angeles for many years and are well known to the public generally.

The Hale-McLeod Oil Company owns large tracts of rich oil lands in the Midway district and its business has been so successfully conducted that within two short years it has reached a point where it has a daily production of 2000 barrels. It has sub-leased forty acres to the Midway Premier, thirty acres to the Midway Five and ten acres to the Kallispell, all paying a bonus and one-fourth royalty.

The Hale-McLeod Company has also leased 320 acres of its own land in section 28, 31-24 to the Mays Oil Company, and 220 acres in section 34, 31-24 to the Union Oil Company, which they are developing and on which they will pay a royalty or purchase the land, this being optional.

Recently the Hale-McLeod Company drilled deeper its wells Nos. 7 and 8 with very gratifying results. No. 7 was sent down to 2507 feet and has been flowing over 700 barrels a day ever since. Toward the latter part of September No. 8 was drilled to 2424 feet, passing through 206 feet of additional oil sand, and has ever since flowed at the rate of 1000 barrels daily. Nos. 4 and 6, now producing 200 barrels a day each, will be drilled deeper. The companies leasing from the Hale-McLeod Company are doing well and the parent concern will reap rich rewards from its royalty oil.

The Hale-McLeod is now enjoying the success that comes from good business methods applied to operation, and paid a dividend of 1 cent per share last April and will pay same next January.

## THE FOUR INVESTMENT COMPANY.

The Four Investment Company of Los Angeles, engaged principally in buying, selling and leasing oil lands, is one of the strongest combinations of brains and energy in the country. It occupies suite 519 of the Walter P. Story building, and was organized on July 20, 1910. The officers are J. M. McLeod, president; W. D. Wilson, vice-president; F. V. Gordon, secretary, and M. P. Waite, treasurer. There are no other officials or directors.

Among the important oil properties secured from this company, either by purchase or lease, are the California Midway, the Olig Crude Oil Company, the Buick Oil Company, which owns one of the most remarkable wells in the entire field, the Canadian Pacific, Limited, of British Columbia, the Midway Five Oil Company, the California Amalgamated Oil Company, the Mays Oil Company, the Boston Pacific Oil Company, the part of the holdings of the Consolidated Midway Oil Company where the big well is located, and other well-known oil properties.

The Four Investment Company is now leasing Midway property to the Union Oil Company and has sold rich oil land to the Alaska Pioneer, the Standard, the British Canadian, the Caribou, the Toronto Midway and others. The Hale-McLeod Oil Company is also leasing to the Midway Premier and the Kallispell oil companies.

The Four Investment Company is also largely interested in other Midway lands, and in the Sunset, McKittrick and Lost Hills fields. J. M. McLeod is heavily interested in the Esperanza Consolidated Oil Company and, with F. V. Gordon and Nathan Hale, controls the Hale-McLeod Oil Company. Individually McLeod leases to the Standard Oil Company on a one-ninth royalty basis of sections 22 and 26, 31-23, in the Buena Vista hills, where the big gas wells are located. He is also trustee for many locators until their patents have been issued.

It will be seen by the foregoing that the Four Investment Company is entitled to be placed in the front ranks of business endeavor. J. M. McLeod, president of the corporation, has had an interesting career. Born and educated in Canada, he engaged in business for himself at an early age and made a success of his ventures. In 1900 he heard the call of Southern California and came to Los Angeles. For about four years he was interested in the oil development of the old Kern River field and supplemented his knowledge of the industry gained in the Canadian fields with information that has been worth since many thousands of dollars to him.

After four years Mr. McLeod turned his attention to real estate in Los Angeles and in 1904 he organized the firm of Winton & McLeod, which engaged in the business on a large scale. Again a few years later, having laid the foundation of a handsome fortune, Mr. McLeod jumped into oil investments, and his intimate knowledge of formations in the northern fields enabled him to acquire many parcels of land of great value. He was the first man to place his faith in the Midway field and his unerring judgment has been vindicated by the great number of big producing wells that have been brought in where the old operators said no oil could be found.

In addition to his interest in the Four Investment Company, Mr. McLeod is vice-president of the Hale-McLeod Oil Company, a director of the Thirty-Two Oil Company, director and manager of the Toronto Midway Oil Company, and a director of the Edmonds Midway and the Esperanza Consolidated Oil Companies. Mr. McLeod and his associates of the Four Investment Company have handled and financed a greater number of oil companies, combining a greater acreage, than any other association of men interested in the California oil fields. Mr. McLeod is married and has three charming children, with a fine home in the Westlake district. He is a member of the Union League club of San Francisco, and the Union League, Sierra Madre, San Gabriel Valley Country and the Los Angeles Athletic clubs, all of this city.

W. D. Wilson, vice-president of the Four Investment Company, is a native of Massachusetts, but he has lived in California for more than twenty years. He was engaged in business in San Francisco for many years and had a chain of establishments in the State with marked success. He added to his wealth by investments in San Francisco and Los Angeles city properties and secured big returns.

With unlimited means at his disposal he embarked in the oil game in 1901, and using his own judgment and his business barometer he acquired interests in the oil fields that have since justified his faith. With his associates Mr. Wilson is the owner of a vast amount of producing and undeveloped oil territory, besides his holdings in Los Angeles and other cities. Mr. Wilson resides with his family at Ocean Park, and in social, business and financial circles he is known as a man of wealth and influence. He is a member of the Union League Club of San Francisco and the Jonathan Club of this city.

F. V. Gordon, secretary of the Four Investment Company, was born in Missouri, but has spent the best part of his thirty-six years in Los Angeles. Youth has been no handicap to him in the oil game. Young as he is, he is known as a pioneer in the industry. He grew up in the business and no feature of it is a stranger to him. In 1901 he became the field manager for the Jewett Blodgett Oil Company and located and drilled some of the first wells in the Sunset field. He lived in the open and endured many hardships in the first years of his service.

While busy for other people he had his eyes open on his own account and acquired some of the choicest oil lands in the Midway and other fields. He is considered one of the best judges of oil lands in the State. Mr. Gordon is a large stockholder and director in the Hale-McLeod Oil Company, the Thirty-Two Oil Company and the Wellman Oil Company, all producing properties, and is also interested in the Western Crude and other fine holdings. He is a member of the Union League Club of San Francisco, the Union League, the Sierra Madre and Annandale Country Clubs of Los Angeles, and the Bakersfield Club. He resides in Gramercy Place with his family.

M. P. Waite, treasurer of the corporation, is a native of California, and while a young man, has been identified with the oil business for the past ten years. He has made a profound study of the industry from all its angles, and is considered one of the best posted men on oil matters in the State. Graduated from Stanford as an engineer, Mr. Waite took naturally to business and has made a marked success. In addition to large oil land interests in connection with his partners of the Four Investment Company, he is largely interested on his own account in the Ventura fields and in the Midway district. Mr. Waite has a fine home at No. 2138 Hobart street in the West End, and is a member of the University and Sierra Madre clubs.

The equipment of the Four Investment Company is unsurpassed.



## LOGAN &amp; BRYAN.

## Brokerage House Whose Rapid Rise to Prominence Astonishes.

The firm of Logan & Bryan, stock brokers, was established in the year 1877 by F. G. Logan, the style of the firm then being F. G. Logan & Company, comprising F. G. Logan, Theron Logan and Benjamin B. Bryan. It was in 1900 that F. G. Logan retired. A year later R. W. McKinnon was admitted, in 1905 John G. Longdale became a member, and in 1906 T. J. Brosnahan became identified with the business, all of whom have been connected with stock brokerage business in the larger cities of the country for years, and have a wide personal acquaintance. Stuart Logan, son of F. G. Logan, was admitted to membership November 1, 1911.

Three years ago Logan & Bryan opened a branch office on the ground floor in the Bradbury building, corner of Broadway and Third street, under the management of Louis N. Stott. It is one of the most attractive and completely arranged stock establishments in the West, with ample space provided for the stock board on which are marked the quotations of the New York Stock Exchange, Chicago Board of Trade, Boston Stock Exchange, New Orleans Cotton Exchange and the New York Curb Market. Divisions on the board also show reliable statistics and bulletins from the trade centers daily.

Logan & Bryan are members of every stock and provision exchange of importance in the country. The list includes the following: New York Stock Exchange, Boston Stock Exchange, Chicago Board of Trade, Chicago Stock Exchange, New York Produce Exchange, New York Coffee Exchange, New York Cotton Exchange, New Orleans Cotton Exchange, Minneapolis Chamber of Commerce, St. Louis Merchants' Exchange and the Liverpool Cotton Association. With all of these institutions the local branch of the firm has direct wire communication during all business hours.

The house of Logan & Bryan is widely known for its conservatism in its relations with the public, yet it has been progressive, keeping step with the march of development in the big cities, especially throughout the West. The house was eight years in advance of all others in crossing the continent to the Pacific Coast, reaching San Francisco with the longest leased wire in the world in the year 1899. At this time many of the largest eastern brokerage firms maintained wires to different grain centers only and then considered the overland wire an impossibility.

The pioneer service established by Logan & Bryan has never been recalled since it was placed, and it may be justly stated that this enterprising brokerage firm has really had a large share in the success of bringing the Pacific Coast region in closest relation with the commercial affairs of the Middle West and the Far East.

Today the leased wires of Logan & Bryan touch at every important city in the United States, extending from Boston to New Orleans and from Vancouver to El Paso, with a network of live wires throughout the continent. Its speedy access to all the markets of the country is unsurpassed, nor can it be excelled in the perfection of facilities for keeping in close touch with all financial affairs of the country. One of the special features of the business is the policy of employing correspondents in the different cities rather than branch houses of its own. Branch houses have been maintained for many years in St. Louis, Kansas City, Omaha and Minneapolis, the four great grain centers, while the Los Angeles branch has become a permanent institution.

The thousands of business men who have had dealings with Logan & Bryan in this city fully appreciate the ideal service provided. The management has won the full confidence of the public, and as Mr. Stott is ever in attendance ready to impart information, the Los Angeles branch is in a flourishing condition, meeting promptly every obligation. In the local exchange it is possible for the patron to dispose of his stock upon the exchange in which it is listed, simply by placing the order with Mr. Stott. The order itself is flashed across the continent more quickly than he could phone it, were the patron in New York City himself, and immediate report of the close of the deal is wired back.

Prompt service of this character is fully appreciated by the scores of tourists who are constantly in Los Angeles, and experience has taught them that ideal service can be secured through the house of Logan & Bryan.

The office is open simultaneously with the beginning of business in New York, and the room is usually thronged with stock dealers who remain throughout the day until the last wire report is in and posted on the board.

## SIERRA MADRE CLUB.

About two years ago a few prominent mining men who believed that mutual benefits would accrue by bringing into closer relationship the manufacturing and wholesale interests of Los Angeles and the mining interests of contiguous territory, decided to organize a social club with this purpose in view, as well as that of affording its members the pleasure incident to the fellowship of congenial spirits. The Sierra Madre Club resulted, and among the instrumentalities in the growth of Los Angeles, this institution deserves grateful consideration.

The high professional and social standing of its leading members and the worthiness of its objects, together with sound business management by its directors, has resulted in an institution which is a credit to the mining and oil industries and the city in which it is located.

So rapid has been its growth that it became necessary to secure larger quarters, and about July 1, 1912, it will occupy the two upper floors of the Los Angeles Investment Company building, now being completed at Eighth and Broadway.

Messrs. C. A. Elder and W. D. Deeble of the Investment Company, and Messrs. Austin and Pennell, architects, all of whom are members of the Sierra Madre Club, are united in their determination to fit up the new quarters in a manner which will reflect credit upon all parties concerned. In this they have the active and efficient co-operation of Messrs. Ernest McConnell and F. A. Harrison, architect and superintendent, respectively, of the building. It may be safely predicted that this will result in a home commodious, convenient and elegant.

In addition to the usual club facilities there will be provided a ladies' annex, where they may enjoy the excellent cuisine for which the club is noted, and the social entertainments which are given as occasion demands.

Although its membership consists principally of those engaged in mining and oil, yet it has attracted many of the finest representatives of other professions and industries. An examination of its roster discloses

## A FORTUNE-BUILDER.

There are many men who have built a great fortune, but none who have built so many fortunes for so many people or opened the treasure gate to them, as has A. D. Myers, the prospector, miner, capitalist.

He was first observed in Fortune's calcium as discoverer of the Mohawk and founder of Goldfield, which became the greatest gold camp of the world, where fortunes were built in the hour and the faro table was converted to banking counters in the morning.

Nor was the discovery one of chance. Experience, judgment, nerve and brawn were combined in selecting the point and sinking in practically barren rock, to the treasure trove, which is now the greatest gold producer—The Goldfield Consolidated.

Spending several months in working a prospect in Gold Mountain district, he often pointed out Columbia Mountain to his companion, January Jones, and spoke of its attractive mineral indications and favorable formation. He was the father of the Combination Company, Combination Fraction, and the Mohawk, and for his shares in the latter, after he had extracted fortune values, he received a check for \$400,000 for 100,000 shares of Mohawk stock.

Here was the first opportunity to demonstrate his ability as an organizer and leader. Many of the later successful enterprises of the territory were of his building and guidance. Banks were organized, commercial enterprises launched and new fields of wealth were opened, all work being directed by this leader. The Ely First National Bank, the Goldfield Bank, the Goldfield Hotel, were built by him. He was one of the chief workers in the organization of the Sierra Madre Club, now the leading engineers' club of the West—of the Los Angeles Chamber of Mines and Oil, and of the Rocky Mountain Club of New York City. He is a quiet member of the Elks and of the Odd Fellows.

Only his enthusiasm and his confidence in his followers brought him to grief. Indorsing notes and contributing excessive subscriptions to accommodate desert friends of early days who had not learned business methods, he says, brought some hundreds of thousands of dollars in indorsed claims and corporate debts, to which he willingly sacrificed all his vast fortune, closing his account with only a small equity in his magnificent Long Beach home, on which he had expended over \$200,000, besides having other debts and claims which aggregated \$170,000, but with assets of long experience, nerve and judgment.

With these assets, he says, he has liquidated all liabilities in two years and has now sacrificed his residence equity.

The famous Panamint mines, with a record of \$3,000,000 produced in a brief boom period in the early '70s when they paid \$119 per ton wagon freight to San Pedro Harbor, thence to Swansea for treatment, yet paid over \$1,000,000 as net dividends. Then the ever-appearing miners' ghost—the Apex Law—brought on litigation and the property became practically idle for twenty years, until Mr. Myers acquired a clear title to the various holdings representing all of the old claimants.

This property was once the best known of California's lode producers. It is situated in the Panamint Range, Inyo county, about fourteen miles northeast of Ballarat. There are many high-grade veins four to twenty feet in width, carrying values which will probably return \$25 per ton through the many immense ore shoots, known and proven.

There is now estimated \$4,000,000 of commercial ore in sight, and ready for the mill. This the owners believe should not be sufficient to again place them in the seven-figure column to the good, and, as it was in Goldfield, reap fortunes for Myers and his associates.

In addition to the Panamint property, Mr. Myers controls 400 acres in the heart of the great Ely Copper Camp—the Ely-Calumet Copper Company. Ely is one of the greatest producing copper camps on the map, and one of the first of the much-sought "Porphyry Coppers" to which the copper combine is looking for the world's copper supply.

The Ely-Calumet group has been developed sufficiently to prove it is within the disseminated copper zone, it is said, and competent engineers and the United States geologists have reckoned it as the most promising ground in the zone, geological conditions being favorable for its gathering of the greatest secondary enrichment possible. Further development of this property is now being done. A shaft is being sunk to reach the secondary zone and to further demonstrate its actual value.

Mr. Myers has recovered and acquired other valuable mines. The Silver Peak Camp Bird at Silver Peak, Nev., is one well-known as a good property. He also has valuable placer properties and lode claims in the Alamos district of Sonora and Chihuahua.

names prominent in practically every line of endeavor, its membership being one of which any club might be proud.

It is essentially a club of active men. Its tone is congeniality and good fellowship, tempered by discretion. In the short period of its existence it has accomplished much, but it expects to do much more in the future.

Few people realize the importance to Los Angeles of having the headquarters, or at least the occasional presence, of those who represent the mining interests which operate in Arizona, New Mexico, California, Nevada and Mexico. The advantages are great, which will naturally accrue from the presence here of men who purchase machinery and other supplies, incidental to the operation of the large undertakings in the mining and oil districts.

It is well known that 60 per cent. of all the freight carried by the railroads of the country is due to mining. The States of Mexico which are tributary to Los Angeles have a larger capital and more people engaged in mining than the States of California, Nevada, Arizona and New Mexico, combined. All of the business arising from this source may well be brought to Los Angeles, by determined efforts on the part of wholesale houses and the mining men now located in this city. It is a further matter of civic congratulation that the great oil fields of Tampico, Mexico, which apparently will exceed in value any hitherto discovered, are controlled by members of the Sierra Madre Club.

That mining may be carried on successfully is evidenced by the success of many members of the club. The opinion of the ordinary business man that mining is a mere speculation or gamble, is not founded upon a thorough acquaintance with the facts. It is unfortunately true that many inexperienced or speculative persons have lost money through their efforts to conduct a business with which they were unacquainted. It is also unfortunately true that many who engage in the promotion of mining enterprises are unscrupulous.

The Sierra Madre Club stands for the exposure and suppression of fake promoters. It thoroughly believes, however, in promoting legitimate industry, and its membership being composed so largely of men of ex-

## CALUMET AND COPPER CREEK MINING COMPANY.

Take a map of Arizona. Cut off the north one-third. Cut the remaining part in half from north to south. The right-hand portion is the southwest one-third of the new State. This region is the great copper belt of Arizona. Already it produces one-sixth of the copper of the entire world.

In the center of this copper region is the Copper Creek district. To the south is the Bisbee district, producing over \$20,000,000 worth of copper per year and supporting a population of 25,000. To the northwest is Jerome, made famous by Senator Clark's United Verde mine, which alone produces about \$5,000,000 worth of copper, gold and silver annually. To the east is the Clifton-Morenci district, with several big mines, the largest of which almost equals the United Verde in its output. To the west is the Silver Bell district, and close by, as distances go in Arizona, are the great Globe-Miami and Ray-Winkelmann districts with their copper mines and works.

At Ray the second largest single deposit of copper in the world has been developed and the milling plant of the Ray Consolidated will be exceeded in capacity by only one plant on the globe. The American Smelting and Refining Company is now building at Winkelmann a new plant that will be the largest custom copper smelter in America. The development of the Miami, the Ray-Winkelmann and the Copper Creek districts has been accomplished in the last few years. Five years ago the place where Winkelmann now stands was as wild as 100 years ago. Today it is one of the busiest localities of the Southwest. Winkelmann and Ray will have a population of 10,000 to 15,000 in the next few years.

Copper Creek is thirty miles southeast of Winkelmann by the present wagon road. When the railroad is completed (surveys have already been made) the distance between the concentrating mill at Copper Creek and the smelter at Winkelmann will be twenty-seven miles. Until eight years ago the Copper Creek district was the wildest kind of wilderness, known only to the Indians and a few prospectors.

Like Butte, Globe and several other noted copper districts, Copper Creek was first worked for silver, and considerable of the white metal was extracted by crude methods in the early days. But the slump in silver and the growing demand for copper caused prospectors to look with eager eyes at the many large green-stained outcrops or "blow-outs" of copper ore which rise in monumental size on both sides of Copper Creek. In the early nineties high-grade copper ore was being transported from the district over rough mountain trails on the backs of burros to the Southern Pacific seventy miles distant.

Systematic development of the district was begun in 1904 under the direction of Col. Frank J. Sibley. He secured by purchase or original location several groups of claims which have finally been gathered into one large proprietary organization. The Calumet and Copper Creek Mining Company, of which Col. Sibley is president, now owns or controls approximately 150 claims, or 3000 acres, in the heart of the district. Underground work has been pushed forward steadily, and with the exception of the estimates given for a few of the drill-prospected porphyry mines, the Calumet and Copper Creek has an amount of ore actually developed equal to the reserves of some of the largest copper mines of the country. The ore now fully or partially blocked out being sufficient to keep the present mill running day and night for fifteen to eighteen years.

It has been the policy of the company to make sure of its future ore supply rather than to build spectacular surface plants. When it once begins regular and systematic production its operations will not come to a standstill for lack of ore. The concentrating mill has been in operation for some time and thorough tests have been made of the ores from the various mines of the company. These tests and the shipments of ores and concentrates to various smelters have enabled the engineers to determine with exactness what may be expected from this property.

A 240 horse-power steam electric plant furnishes power for the mill, for the electrically-equipped hoists, for drilling and pumping, and for lighting the mines and buildings. The drilling equipment, the machine shops, the steam and electric air compressors, the water supply system, the ice-making plant, and the character of the forty buildings on the company's properties all give evidence of skill and judgment in planning this large enterprise. The company also conducts a mercantile department with stone store 64x70, carrying \$20,000 worth of merchandise. The annual sales have been \$45,000. The census of 1910 gave Copper Creek a population of 100, and the Calumet and Copper Creek Mining Company is the whole town.

perience in this line of endeavor. It knows that properly conducted with sufficient capital, mining is no more hazardous than any other business.

The concentrated efforts of the members of such a club cannot fail to be highly beneficial to the mining industry and to the city of Los Angeles, which it hopes to establish as the center of this and kindred industries for this section of the United States and that portion of Mexico tributary thereto. That this may be fully accomplished, it will probably become necessary for the manufacturers of mining machinery to enlarge the scope of their operations, thereby securing trade now conducted with eastern cities. The energy and capacity heretofore exhibited in other lines, leaves no doubt that our manufacturers will successfully co-operate, with the inevitable result of a rapid increase in business mutually beneficial to all parties concerned.

## WESTERN MASONS' MUTUAL LIFE ASSOCIATION.

Among the strong mutual life insurance companies of the United States, in the fraternal class, is the Western Mutual Life Association, which has been in existence for twenty-five years. The insurance rates in this company were fixed by the founder on a safe and sound basis, not at the age of entry but on the attained age of the seeker for protection for his wife and children, payments of the full face of the certificates being backed by the strong financial organization. While some of the fraternal associations of the country have had trouble with increasing age, the Western Mutual, because of its safe and sound plan, has remained strong and reliable, promptly meeting every obligation, with ample reserve funds at hand. The membership is increasing every year in number. Local offices are in 329-331 Laughlin building.

Officers: Judge C. J. Willett, president; Hon. F. J. Thompson, vice-president; Hon. O. S. Henderson, second vice-president; G. F. Stevenson, secretary and general manager; Hon. M. H. Flint, treasurer; H. E. Orme, medical director; Hon. C. L. Patton, attorney; Malcolm Thomas, general agent.



## FAIRCHILD-GILMORE-WILTON COMPANY.

The stranger who visits any large or small city is at once impressed favorably or unfavorably with the condition of the streets, boulevards and parks, as much as he is by the size and beauty of the commercial structures and the elegance of the homes in the residential districts.

In no sense has Los Angeles been a loser in any of the comparisons in the last decade, especially in the matter of the streets and boulevards, which are recognized as being among the finest in any city of the Union. Los Angeles is especially indebted to the Fairchild-Gilmore-Wilton Company for the present superior condition of our busy thoroughfares and for the contour and general beauty of the streets of the residential sections, both in the city and in the charming suburban towns.

This company maintains offices in suite No. 792 in the Pacific Electric building, and has on its pay roll a large force of engineers, superintendents and other employees, who have had years of experience in street and road building, and are producing results which stand as valued testimonials of the management of the corporation.

The company does all kinds of street work, steam rolling and macadamizing, and has completed many of the more important thoroughfares of Los Angeles. The company in the past, as now, is intimately associated with big enterprises involving the expenditure of large sums of money, which have brought into the market scores of subdivisions, which have netted fortunes for the investors.

The corporation has graded streets, additions and subdivisions, changing the physical appearance of neighborhoods and opening them to immediate settlement by the grading and building of perfectly constructed streets and avenues. It makes a specialty of massive excavations, possessing facilities of exceptional merit for carrying out faithfully large and extensive contracts. The equipment includes all of the powerful machinery necessary to expedite its work, and has frequently in its employ thousands of men, horses, wagons and scrapers.

Los Angeles is famed for its hundreds of miles of beautifully-graded and splendidly-paved streets. When illuminated at night with myriads of ornamental street lamps, the chief avenues of the city and its leading thoroughfares of commerce and amusements form one of the most attractive and brilliant scenes in the municipal night life of any city of the world. No other city is better equipped with electrical energy or makes a more generous electrical display of street, public and private lights. An auto-car ride over and through Broadway, Spring and Main streets, and the principal intersecting streets, is an experience of pleasure long to be recalled with delight by the visiting tourist. It is a trip of frequent enjoyment on the part of residents.

In keeping pace with the march of tremendous advancement in business and population on the part of Los Angeles, Fairchild-Gilmore-Wilton Company have been right up at the head of the procession, never failing to meet all conditions. They are still on the job from the official family with its executive powers down through to the humblest employee, and all are loyal to the management in the fulfillment of contracts signed with the company from time to time.

The fact that this firm is always busy in various parts of the city and in the suburbs, as well as in many of the outlying towns and cities contiguous to Los Angeles, besides undertaking contracts in neighboring towns, is proof of the high estimation in which the operation is held by municipalities and property owners generally.

In addition to street work, the company has completed a tremendous amount of railroad work, both in the steam and electric railways, and has also been identified prominently in establishing new towns in the and other sections of Southern California. No one was lost by the firm in the work of transforming many districts of Los Angeles into modern home sections by their model system of street grading and paving.

The personnel of the company in its various departments is such as to command the attention of local corporations and wise business men. Everything is conducted along the most strict lines, and all value is given in superior work for every dollar at any contract.

At the local offices, estimates are furnished for any line of work, with assurance of accuracy as to all facts.

## CENTRAL OIL COMPANY.

The Central Oil Company of Los Angeles has its main offices at the wells near Whittier, and its branch office in rooms 403-404-405 H. W. Hellman building, North and Spring streets. W. W. Neuer is president of the company, H. R. Lacey, vice-president; J. M. Elliott, treasurer, and Robert N. Bulla, secretary. The directors are the above-named officials and I. B. Newman, I. A. Luthian and D. C. Sullivan.

The Central Oil Company is capitalized for 3,000,000 shares of the par value of \$1 each. There are outstanding 1,050,546 shares, and the balance remains in the treasury. This capitalization is amply justified by the property and development work of the company, which owns in fee simple about 2200 acres of land in the famous Whittier-Fullerton fields where at present development work is far more active than in other parts of the State.

The company also owns ten miner's inches of water with a complete system consisting of pumping plant, large reservoirs, pipe lines, etc., costing over \$20,000. Its supply of water is not only sufficient for its own domestic and development needs, but it also enables the company to furnish water to adjacent oil companies from which it receives sufficient income to more than pay for the upkeep of this feature, besides a good interest on the amount invested therein.

The importance of this is recognized at once in view of the fact that in many of the oil fields of the State the cost from \$100 to \$200 per month for each drilling rig. The company also owns a completely equipped up machine shop with lathe, drill press, pipe machines, etc., which enables it to do all that is necessary to carry on its extensive work. This makes possible a great saving in that department.

This company owns its own storage tanks connected with a four-inch pipe line to Los Nietos, where storage tanks are located at the intersection of the Southern Pacific and Santa Fe railroads, where the shipping point is located. The oil gravitates from the tanks to the wells, and makes the cost of moving the oil and loading it into cars, about one-half cent per barrel.

During the past year the Central has been doing a very large amount of development work, most of the work operating eight strings of tools, drilling eight wells of one. The result is that it has completed a number of wells, all good producers, besides having others nearly completed, which, from present indications, will be equally as good, and will largely increase the company's present satisfactory production.

The character of the oil produced by this company is one of its most valuable assets. It ranges from 15 to 32 degrees Baume. Being good refining oil,

it also commands a high price in the market, the amount of light oil produced in California being small in comparison with the total output. As the Central owns its property in fee and has no royalty to pay on its production, and never has had any mortgage or bonded indebtedness, it has been able to pay regular dividends for many years, even during the most depressed condition of the oil industry. It is now paying 1 1/2 per cent a month, and up to the first of January, 1912, has paid an aggregate of \$955,140.80, very nearly the par value of its present outstanding capital stock.

The first well on this property was completed in 1896, at a depth of 984 feet. This was the first oil well in the Whittier field that produced oil in commercial quantities. This well is still producing. With improved and better drilling tools, casing and other appliances, and knowing the formation of the territory, it requires less time and costs less to drill a well 2000 feet than it did to drill a well 1000 feet in the earlier days. With this property so near to market, less than one hour's ride from Los Angeles, the stock of the company is considered by those interested in it to be very desirable and a safe investment.

## THE FULTON ENGINE WORKS.

The founders of the Fulton Engine Works, established in Los Angeles nearly twenty-five years ago, comprise: J. P. McAllister, president; A. J. McCone, vice-president, and W. Lewis Bell, manager.

Since the organization of the company, the enterprise has flourished steadily. Trade has been extended to all parts of California and into neighboring States.

The officers of the corporation are practical workmen, capable of entering any of the various departments of the extensive works and relieving regular employees, if necessary. They know the business from the ground up, and make a specialty of giving to patrons the best results combined with uniform courtesy, for they know by experience that reliability, courtesy and approved results not only gain new patrons, but can be depended upon to hold old friends.

The Fulton Engine Works is one of the best-known industrial enterprises in the Southwest. Products of the establishment are in operation in all sections of the Pacific Coast where companies or individuals are engaged in industrial enterprises. In the mining districts especially is the machinery of the company used extensively, being built to order to fit certain conditions.

The management of the company makes a specialty of the manufacture of mining, hoisting, pumping, well-boring, power transmission machinery, elevators, engines, boilers, heaters, condensing apparatus, and also turns out large and small tanks, sheet iron work of every description, iron and bronze casting, etc., meeting fully and promptly all demands of those in quest of model machinery and special work.

The big plant of the Fulton Engine Works is established at the corner of North Main street and Alhambra avenue. The plant covers three acres of ground on which are located the foundry, machine shops, boiler shops, the pattern shop, the engineering and designing departments, drafting-rooms and other buildings. The entire output of the company is engine and boiler iron work, mining and oil well machinery, the latter being the principal feature of the industry.

This company has also secured many contracts in competition with bidders from all over the United States, for special machinery and supplies for the building of the Los Angeles Aqueduct and for many of the plants being built by the United States Reclamation Service.

With the renewed activities in the various mining fields of this State and of Mexico and the expansion of the development of the marvelously rich oil fields of California, the works of the company have been kept in constant operation, filling orders for special and general supplies. There are more than 150 skilled operatives on the pay roll of the company, many of whom have been identified with the works for years and have reared families in the community.

Numerous representatives of the corporation visit the mining and oil regions, going out with machinery to be placed in position. This feature of the management in personally looking after the setting of machinery and placing it in proper working order is a strong card with the public, and has naturally won for the managers a larger share of the business of this section than would have been secured under the old methods of doing business. It has always been the practice of President McAllister and his associates to make the delivery of orders for machinery.

It is known that numerous industrial plants in Los Angeles and elsewhere owe much to the Fulton Engine Works for the perfection of the power plants. The high standard of the manufactured products and the ability displayed in the fittings, even to the smallest detail, have won for the company the highest commendation, and holds the confidence and trade of the mining and oil operators, as well as that of other patrons.

In the making of estimates of any class of work in their line, the managers of the company possess exceptional knowledge, and have established an enviable reputation for reliability. A patron may not know at first just what he may need for his particular purpose, but a conference with the Fulton company officials will soon set him right. If he is wrong, and he will secure the very engine or machinery that can be had in nearly any part of the country with minimum expense in correspondence or annoyance of long trips. The managers are on the ground and are also at the works ready to show what can be done for the customer, so that every possibility of error is eliminated.

Members of the company are among the best-known residents of the community. They have had a large part in the building up of Los Angeles, for they have been generous in substantial contributions for worthy movements that aid expansion.

## D. J. DESMOND.

In the building of the great Los Angeles aqueduct for the bringing of mountain water from the apex of the Sierras to this city, many millions have been expended, and the highest-class engineers have been employed in the construction work; but of all the men at work on the gigantic enterprise none have been closer to the people than has D. J. Desmond, the hotel man for the crews of bosses, clerks and laborers, who have loyally remained on the job and brought the undertaking close to completion. The experience and executive ability of Mr. Desmond provided the very best of accommodations and wholesome food for the men, and contributed to their comfort and health.

Mr. Desmond is the wizard in managing the string of hotels or eating-houses. It has required a half-million dollars to provide the food and adjuncts for the commissary department of the aqueduct enterprise, and, in the expenditure of this vast sum, Mr. Desmond has not only demonstrated his ability as an economic manager, but has also shown that whether in the desert, on the mountain peaks or in the canyons, he is equally at home as a provider of wholesome food for the men. He is one of the builders of the aqueduct whose efficiency will go down in local history in the book of fame.

## THE BARBER ASPHALT PAVING CO.

The well-known Barber Asphalt Paving Company, which was established in 1876 and incorporated in the year 1883, is an organization of tremendous capacity, with millions of capital invested. It has grown to be one of the largest paving companies and is known from the Pacific to the Atlantic and also in foreign countries. The quality of the materials used by it for filling contracts for big corporations and municipalities is of the best and is secured from the famous fields of the Lake Tripidad section and from the rich California regions.

The head offices of the corporation on the Pacific Coast are at San Francisco, where the operations for the entire Coast are under the capable direction and supervision of Pacific Coast Manager C. S. Kent, who, owing to the rapid growth of the West and the high reputation attained by the Barber Asphalt Paving Company, has found it necessary to divide the Pacific Coast territory into districts. R. G. Stevenson, district manager, with offices on the eleventh floor of the Henry building, Seattle, has charge of British Columbia, the States of Washington and Idaho; District Manager Oscar Huber, with offices on the sixth floor of the Electric building, Portland, has charge of the work in the State of Oregon; District Manager H. C. Wahl, who has an office on the ninth floor of the Addison Head building, San Francisco, is in charge of the business of Northern California and Nevada, and District Manager F. W. Cresswell, with headquarters on the tenth floor of the Central building, Los Angeles, is in charge in Southern California, Arizona and New Mexico.

In Southern California the company's representative, F. W. Cresswell, and his efficient staff, give faithful attention to all the special and general details of the vast interests of the organization. So effective have been his services that the company has invested heavily in this city—in the construction of a huge plant covering an area of about three acres, at the corner of Date and Alhambra streets, where nearly 350 people are employed in the manufacture of asphalt and in connection with the paving department.

In addition to the manufacture of asphalt the company is the manufacturer of the famous Genasco roofing for factories, warehouses and residences, which is distributed in every large city on the Coast. The company is the Pacific Coast agent for the Iroquois Steam Rollers and road-making machinery of every description, and is prepared to undertake or place any contract large or small, at any time.

In California the native product from crude oil is used exclusively by the Barber Asphalt Paving Company. It has proved to be one of the best materials obtainable in any part of the country and many large contracts have been placed with the company since it entered the field of operations. The finish of every undertaking for cities, corporations or individuals has added to the high reputation established by the company under the management of F. W. Cresswell. One of the largest of the contracts is now under way in the San Fernando Valley for the Suburban Homes Company of Los Angeles. This contract involves the expenditure of a big sum of money and is one of the largest enterprises ever undertaken by this firm. The company is also now engaged in paving two wide roadways through a vast tract of 50,000 acres, the roadways extending through the long way of the subdivision for a distance of about fourteen miles. One of the solid highways will be used for general traffic and the other for an automobile speedway.

More than 2,000,000 square yards of paving have been completed by the company in Southern California, of which more than one million has been done for the city of Los Angeles. Private contracts have exceeded 500,000 square yards. Among the principal streets paved are Sunset boulevard, Hollywood boulevard, Pasadena avenue and West Sixth street, besides many private contracts for residents of this city and for the different railway companies. Extensive contracts for paving have been finished in San Diego, Hermosa Beach, Santa Monica, Ocean Park and Long Beach, and much new work is being done in numerous sections tributary to Los Angeles.

There is never any question raised as to the quality of the work, for it is known to be of the highest class, and the public has learned by experience that when the management arranges to have any special work done within a given time its full pledges will be faithfully kept. Every department of the company from the management down to the lowest employee is perfectly organized and this organization moves along smoothly from day to day to the finish of the undertaking. No time is lost and there is no extra expense, for everything is figured out to the smallest detail. Correct estimates for any description of paving work will be cheerfully furnished by Manager Cresswell.

## BUICK OIL COMPANY.

The Buick Oil Company, engaged in the production of crude oil, has fast grown into one of the big concerns of the State. The officers occupy suite 814-815 in the Walter P. Story building, Los Angeles. The men at the head of the company are: President, D. D. Buick; vice-president, J. B. Lehigh; secretary and treasurer, Fred Van Orman, and assistant secretary, A. B. Allison.

The Buick Oil Company was organized in March, 1910, and its holdings consist of forty acres in the Maricopa-Sunset field, forty acres in Midway field and also a development contract on 560 acres in the Sunset field. Immediately upon the acquisition of the land and the formation of the company, the Buick management began the work of development along systematic lines. The first well was brought in during the month of February, 1911.

From that day to this, the well has been producing brown gold, the present production being at the rate of 3500 barrels a day, and it is justly considered by experienced oil men as one of the best oil producers in the entire State of California. In the latter part of November well No. 3 had reached a depth of 2805 feet and it was the expectation that the rich oil sands would be reached at about 3200 feet, and the well would be finished some time in January. The 8 1/4-inch casing was set in brown shale and hard gumbo at the depth of 2805 feet, and the job was pronounced by oil men as one of the best ever accomplished.

Drilling on well No. 4 was commenced on November 13, 1911, and will be finished and placed in the producing class in about the time required to drill the other wells of the company.

The Buick Oil Company has no indebtedness hanging over it. At all times it maintains a substantial cash working balance to meet any emergency of the industry. When it is remembered that this company was only organized in March, 1910, and during 1911, in addition to being clear of all indebtedness, paid in dividends to its stockholders a total of \$127,254, an adequate idea of the business-like manner in which the corporation has conducted its affairs may be gained. The Buick has a satisfactory contract for the disposal of its production, and does not have to worry about the current price of oil.



# A Bulwark of Los Angeles' Financial Strength.

## THE FARMERS' AND MERCHANTS' NATIONAL BANK OF LOS ANGELES.

Of the many financial institutions of which Los Angeles is justly proud, none stand higher than the Farmers' and Merchants' National Bank. It has a world-wide reputation as a sound financial institution, and for good, conservative management. It was incorporated in February, 1903, succeeding to the business of the Farmers' and Merchants' Bank, a State institution, which had enjoyed a successful business career since its organization in 1871.

The first statement rendered the Comptroller of the Currency by the Farmers' and Merchants' National Bank showed its total assets to be \$8,626,097.12.

Today its total assets are \$17,815,612.92. Its paid-up capital is \$1,500,000. Its surplus and undivided profits \$2,000,000.

Its growth has been entirely within itself. Unlike a number of other banks in this city, its assets have never been increased by mergers with other institutions.

Since its organization it has paid dividends on its stock, entirely satisfactory to its stockholders, besides adding constantly to its undivided profits. Its stock has never been speculated in by its directors or officers. Its managers have never attempted to boost the price of its stock. While it has more than 300 share holders, none of them are anxious to dispose of their holdings in this sterling institution. It is said an offer of \$100 per share more than the present market quotations would not bring selling orders for 500 out of 15,000 shares of stock.

The management of this bank has operated it upon the sound banking principle, that in doing so they were administering a trust, first, for the benefit and safety of its depositors, and second, for the benefit of its stockholders.

At all times the interest of the depositors has been paramount to that of its stockholders. Following out this idea, the bank has always avoided all speculative business. It has avoided hot air artists and promoters. It has sought the closest relationship with the sound business interests of this community. It has always carried a large cash reserve, to the detriment of its earning power, one may say, but to the peace of mind of its officers, and the safety of its depositors.

During the panic of 1907 its cash reserve was very large. This statement is borne out by the fact that it carried for months, nearly two million dollars worth of Clearinghouse certificates of other commercial banks of the city, issued as an emergency measure during those strenuous times. This is shown by its published statement under the call of the Comptroller. In other words, the other commercial banks of the city were for months largely indebted to it for certificates.

The combined wealth of the directors of the Farmers' and Merchants' National Bank is a most potential security to its customers. Isaias W. Hellman, long and favorably known as a very far-seeing financier, has been its president since its organization. He enjoys a reputation as a sound, safe and conservative banker. He is said to be president of more large banking institutions than any other man on the Pacific Coast.

His son, I. W. Hellman, Jr., an able financier, has long been a member of its directorate and one of its vice-presidents.

Vice-President J. A. Graves has been practically in charge of the bank's affairs since June, 1893. He was for many years attorney for many of the banks of this city. He was a successful attorney and business man before assuming his position as vice-president of the bank, and since doing so has proved his worth.

T. E. Newlin, a vice-president, has ably assisted Mr. Graves in managing this great institution. He was brought up in the banking world, enjoys an excellent reputation, and is a man of high standing, integrity and ability.

From its organization, until July 1, 1911, Charles Seyler was its cashier. At that time he resigned to take a much-needed vacation. He was succeeded by V. H. Rossetti, a young man of pleasing address and recognized ability, formerly connected with the Wells Fargo Nevada National Bank of San Francisco for more than eighteen years.

Gustav Hellmann, John Alton and Walter Walker, assistant cashiers, are all men of long experience in banking, and their efforts have done much for the success of the bank.

With these officers and enjoying the highest standing and unlimited confidence of the financial world,

its friends predict for the Farmers' and Merchants' National Bank a long and useful career.

Herewith is presented a condensed statement of its condition on the first day of December, 1911, with a full list of its officers:

ASSETS.		
Loans and discounts	\$ 8,622,821.47	
United States bonds	1,739,444.46	
Other bonds	1,265,089.92	
Customers' liability on letters of credit	62,678.94	
Bank premises	414,460.92	
Redemption fund with United States		
Treasury	75,000.00	
Money on hand	\$2,524,979.99	
Due from banks	3,392,263.17	5,917,343.16
		\$18,096,737.99
LIABILITIES.		
Capital stock paid in	\$ 1,500,000.00	
Surplus and undivided profits	1,957,930.52	
National bank notes outstanding	1,499,997.59	
Letters of credit	78,653.71	
Reserved for taxes	14,327.71	
Deposits	13,045,829.55	
		\$18,096,737.99

Officers: Isaias W. Hellman, president; I. W. Hellman, Jr., vice-president; I. N. Van Nuys, vice-president; T. E. Newlin, vice-president; V. H. Rossetti, cashier; Gustav Hellmann, assistant cashier; John Alton, assistant cashier; Walter Walker, assistant cashier.

Directors: Isaias W. Hellman, I. N. Van Nuys, I. W. Hellman, Jr., Milo M. Potter, W. G. Kerckhoff, I. B. Newton, C. E. Thom, C. A. Ducommun, Ben R. Meyer, D. A. Hamburger, H. W. O'Melveny, J. A. Graves, Dr. Walter Lindley, William Lacy, T. E. Newlin, H. M. Wheeler, O. M. Souden and E. L. Doheny.

The Farmers' and Merchants' National Bank maintains commodious and luxuriously appointed Safe Deposit Vaults, with boxes for rental at from \$2.50 and upwards, per annum. Its staff of attendants will be found courteous and attentive to a marked degree, and a Safe Deposit Box with them will be found very desirable, both from a standpoint of convenience and safety.

## FIRST NATIONAL BANK, PASADENA.

Foremost among the solid financial institutions of Los Angeles county and the State of California is the First National Bank of Pasadena, which was established in 1884. It is recognized as the oldest commercial institution in the city, whose population has grown in excess of 33,000 in the past decade. Pasadena's expansion in population, in commercial and industrial enterprises has been rapid, but the First National, through its management, has kept a little ahead of the march of progress to which it has contributed in no small degree in the realization of building a city of beauty and business importance.

The officers, directors and stockholders are among the representative Pasadena residents, who are personally interested in varied enterprises, and who occupy some of the most beautiful homes which are so much admired by thousands of tourists who flock to the Crown City every season. The bank itself is conducted along the most conservative lines. From the first it has increased its deposits and surplus, and has always occupied a commanding position in the financial affairs of the prosperous community. The First National transacts a general banking business and issues letters of credit and travelers' checks payable in any part of the world. It is also the depository of the United States, the county of Los Angeles and the city of Pasadena.

Officers of the bank are: President, William H. Vedder, vice-presidents, A. K. McQuilling and H. C. Hotelling; cashier, A. E. Edwards; assistants, H. A. Doty and J. H. Booge; directors, A. K. McQuilling, H. C. Hotelling, William H. Vedder, R. I. Rogers, C. M. Parker, T. Earley, Don C. Porter, A. E. Edwards and John McDonald.

The last certified statement of the bank, made September 1, 1911, makes this excellent showing:

Resources—	
Loans and discounts	\$1,174,704.55
Overdrafts	823.73
U. S. bonds, at par	101,000.00
Miscellaneous bonds on hand	130,500.00
Municipal bonds to secure public moneys	109,000.00
Furniture and fixtures	5,000.00
Cash—	
In vault	\$142,095.22
With banks	\$14,323.41
With U. S. Treasury	5,000.00
	661,418.63
	\$2,182,446.91
Liabilities—	
Capital stock	\$ 100,000.00
Surplus and profits	198,458.16
Circulation	100,000.00
Reserved for taxes	1,800.00
Deposits—	
Individual	\$1,605,339.28
Demand certificates	26,855.62
Bank	48,993.95
Public moneys	100,000.00
U. S. deposits	1,000.00
	1,782,188.75
	\$2,182,446.91

The officers and directors of the First National Bank in the management of the institution realize that they occupy a fiduciary relation with depositors and patrons

and work together for the best interests of the bank and its patrons. The funds entrusted to the bank are carefully invested with first-class security always, and the earnings go to pay assured dividends and interest.

## Pasadena Savings Bank and Trust Company.

Closely affiliated with the First National Bank is the Pasadena Savings and Trust Company, which pays 4 per cent. on term deposits, with loans on real estate. Safe deposit boxes are rented and valuables are stored in one of the handsomest, most convenient and strongest vaults available in the city.

Officers are: President, William H. Vedder; vice president, John McDonald; assistant treasurer, Guy H. Wood; directors, A. K. McQuilling, John McDonald, F. C. E. Mattison, F. G. Cruickshank, Matthew Slavin, J. Foster Rhodes, William H. Vedder, R. I. Rogers and H. C. Hotelling.

The September 1 statement of the Pasadena Savings and Trust Company made this most satisfactory showing:

Resources—	
Loans on real estate	\$1,338,238.00
Loans on stocks and bonds	11,156.00
United States stocks and bonds	57,040.00
State, county, municipal and school district bonds	353,000.00
Transportation, lighting, power and water company's bonds	222,600.00
Bonds to secure public moneys	55,000.00
Cash—	
Gold in vault	\$90,000.00
Deposited in First National Bank	13,768.05
	103,768.05
	\$2,140,802.05
Liabilities—	
Capital stock	\$ 100,000.00
Surplus	105,000.00
Undivided profits	10,218.51
Deposits—	
Term deposits	\$1,716,857.67
Term credit deposits	158,725.90
Deposits of public moneys	50,000.00
	1,925,583.57
	\$2,140,802.05
Deposits First National Bank	\$1,782,188.75
Deposits Savings and Trust Company	1,925,583.57
	\$3,707,772.32

The official family of the two institutions includes some of the most active supporters of every safe and praiseworthy movement looking to the further advancement of Pasadena as a home community and tourist city, aiding in the building of places of entertainment, in the erection of splendid educational institutions and the maintaining of modern hotels.

None of the officers have ever held positions in political life, except Mr. Vedder, the president, who has served as Mayor of Pasadena. Mr. Edwards, cashier of the First National, is vice-president of the California Bankers' Association, and is widely and favorably known in banking circles.

## THE HOME SAVINGS BANK.

One of the old-established savings banks in the city is the Home Savings Bank, now located in the Alexandria Hotel building, at the southwest corner of Fifth and Spring streets.

This bank originally was located near the Temple block corner, but with the great trend of business

southward moved with the traffic of the city to its present quarters, where it has one of the most favorable locations in the city.

The policy of the Home Savings Bank has been one of personal service to its depositors and patrons. Its slogan, "Save for the Home at the Home Savings," shows it to be the desire of the management to be a great home bank. Its savings deposits amount to several million dollars, and, while not one of the largest banks in this city, it is one of the most substantial.

The officers and board of directors contain some of the best business and bank men of Southern California. They are: O. J. Wigdal, president; W. F. Callander, vice-president; H. J. Whitley, vice-president; George R. Murdock, W. M. Bowen, Henry Hazzard, T. A. Thompson, George Hanna, D. F. Hill, W. E. Oliver, A. I. Smith, R. B. Lane, J. E. Fishburn, H. J. Goudge, J. H. Bullard, F. M. Douglas and L. J. Christopher. Besides the above officers and directors are F. L. Thompson, cashier, and George E. Reid, assistant cashier.

The Home Savings Bank offers the small depositor perfect safety as a place for all savings. It pays 4 per cent. interest on term or six months' savings deposits. It computes and pays this interest twice a year. It also pays 3 per cent. on special deposits where the minimum monthly balance is \$300 or more, and allows the depositor to check against his account without bringing pass book to the bank when check is issued. This is a handy account, where one's savings funds are large, but it is not as profitable as interest earnings as the term or six months' savings accounts, which pay 4 per cent. interest.

There is a big advantage for the depositor in patronizing a bank like the Home Savings. The depositor is made to feel right at home. Any question in regard to making out checks, buying drafts, keeping one's bank account and a hundred small things that confuse the person unaccustomed to banking and business will be explained fully by any of the officers or tellers.

## THE NATIONAL BANK OF COMMERCE.

The National Bank of Commerce in Los Angeles was organized in March, 1906. For two years the bank was located at Sixth and Spring streets, but in March, 1908, moved to its present location, Second and Main. When the bank moved from the Sixth street quarters, the deposits were just above \$300,000, since which time they have grown to near the million mark, each year showing a steady but gradual increase. The policy of the management has been to conduct a conservative and safe institution, rather than make a rapid and unstable growth, which might react with a consequent loss of confidence, when financial disturbances arise. The business of this bank grew steadily during the panic of 1907.

F. M. Douglas, president; John Harlan and John A. Murphy, vice-presidents, and H. M. Coffin, assistant cashier, have been with the institution since its organization. H. J. Slave, the cashier, became connected with the bank about one year later, after having received a valuable training with the old Hide and Leather National Bank of Chicago, where he was connected for some years.

The directors of the bank are John Harlan, W. J. Sherriff, T. A. Thompson, John A. Murphy, Jonathan S. Dodge, Chester T. Hoag, F. W. Stith, C. T. Crowell, Walter J. Wren and F. M. Douglas.



## Thirty-two Years of Successful Banking.

### THE FIRST NATIONAL BANK OF LOS ANGELES.

Nearly thirty-two years ago the First National Bank of Los Angeles was organized, and today it is one of the largest and most influential financial institutions of the great West. It is a pillar of strength in the city and State.

Officers: J. M. Elliott, president; Stoddard Jess, vice-president; W. C. Patterson, vice-president; John P. Burke, vice-president; John S. Cravens, vice-president; W. T. S. Hammond, cashier; E. S. Pauly, assistant cashier; E. W. Coe, assistant cashier; A. C. Way, assistant cashier; A. B. Jones, assistant cashier; W. C. Bryan, assistant to the cashier.

Directors: John P. Burke, J. O. Koepfli, J. M. Elliott, M. H. Flint, Stoddard Jess, John S. Cravens, J. C. Drake, Frank P. Flint, John B. Miller, W. C. Patterson, H. Jevne, Dan Murphy, E. J. Marshall, C. W. Oster and F. Q. Story.

#### TOTAL RESOURCES.

Following is the last statement of the resources and liabilities of the First National:

Loans and discounts.....	\$12,365,676.41
Bonds and securities, etc. (bonds only).....	1,218,825.00
U. S. bonds to secure circulation.....	1,250,000.00
Premium on U. S. bonds.....	None
Customers' liability under letters of credit.....	125,201.41
Cash and sight exchange.....	5,852,073.70
Real estate.....	1,000.00

Total.....\$20,812,776.52

#### LIABILITIES

Capital stock.....	\$ 1,500,000.00
Surplus and undivided profits.....	2,354,502.18
Circulation.....	728,450.00
Reserved for taxes.....	6,463.74
Deposits.....	16,223,360.00

Total.....\$20,812,776.52

As compared with the financial statement of the First National, which appeared in the Midwinter Number of 1911, the above statement shows that the total resources of the bank have increased more than \$2,550,000, while the deposits have exceeded those of January, 1911, by more than \$2,086,000. This has been the history of this institution since it was established—one of steady progress in the volume of business transacted from year to year. No other commercial bank in Los Angeles shows greater resources, the management says, nor is there another financial institution in the city which is more conservatively conducted in all of its departments. This bank stands as a bulwark of strength in the community, a potent factor in the advancement of commercial and industrial enterprises.

Early in 1911 the capital stock of the First National Bank was increased from \$1,250,000 to \$1,500,000. While the increase in the capital stock was but \$250,000, the increase represented that the payment of \$1,250,000, as 2500 additional shares of stock were sold to stockholders on a pro rata basis of \$450 a share.

A dividend of \$500,000 was paid, which, under the agreement with the stockholders was used for the purchase of the increased capital stock of the Los Angeles Savings Bank and Trust Company, all of the present stock of which institution is held by the officers of the First National Bank, as trustees in the interest of the stockholders of the savings and trust bank. This arrangement provided for the erection of the magnificent eleven-story fireproof and marble-faced building on the northwest corner of Sixth and Spring streets, which is owned and occupied by the Los Angeles Savings Bank and Trust Company, a building which is recognized as one of the most ornate and convenient in its arrangement of any banking house in the country.

Within the past few months the officers and directors of the First National, in order to secure a location in the most central section of the city, and keep pace with the march of progress, and to provide the greatest degree of convenience for its patrons, secured a long lease on the first floor and basement of the new Van Nuys fireproof bank and office building, now in course of construction on the southwest corner of Spring and Seventh streets.

This \$1,400,000 building, which will be completed for occupancy before the close of the present year, will be the new home of the First National, where ample space will be provided for the bank's growing business. The corner selected is just a block east of the Lankershim Hotel on Broadway, and within two blocks of the Pacific Electric building. Seventh street cars, which run across the city from east to west, run past the corner, and transfers from any car line in the city will afford the best conveniences for reaching the First National when it takes possession of the new quarters.

It was on July 21, 1880, that the First National Bank began business in Los Angeles. The founders were Hiram Mabury, O. S. Witherby, J. E. Hollenbeck, E. F. Spence and J. F. Crank, who opened the bank in the month of October. It was the successor of the old Commercial State Bank, which was established in 1875. The first president of the First National was J. E. Hollenbeck. Edward E. Spence was the first cashier. The first location was on North Main street, opposite Temple street, and its first capitalization was \$100,000.

In the year 1906 the bank was removed to its present location in the Wilcox building on the southeast corner of Second and Spring streets. And before the end of this year, this prosperous institution will "follow the crowd" and take up its new home at Seventh and Spring.

The personnel of the bank officials, the directory and the stockholders represent the thrift, business capacity and financial brains of the community in full measure. Officers and directors are all men of strictest business integrity, possessing individually and collectively many vast interests in various important enterprises in the city and county. This financial institution has a close

knowledge of actual conditions in the city, county and State. The long residence of its representatives in the city and their close contact with men of affairs, peculiarly fit them for the performance of the executive duties imposed in the management of the destiny of the big bank.

The First National Bank conducts a general banking business and is admirably equipped in all of the perfectly conducted departments to provide the very best of accommodations for the public. It has correspondents in the chief cities of the country and has valued business connections with solid banks in foreign countries. Letters of credit are written, and special provision is made for accommodations for those taking long journeys through strange lands.

One of the important features of the bank management is the cordial reception given patrons and strangers and the special courtesies extended on all occasions to those having business with the institution.

It is appropriate to again refer to some of the many reasons why the First National Bank has grown in popular favor. Here they are:

First—The ability displayed by the officers in the selection of bank employees, whereby they have obtained a corps of capable assistants who have the up-building of the bank as much at heart as have the chief officials themselves.

Second—The policy of the bank in making changes that will enable the ever-increasing number of depositors to transact their business in the most expeditious and satisfactory manner. This was shown by the system devised by Stoddard Jess, vice-president of the bank, who unites the work of the receiving and paying tellers, whereby the depositor, who may wish to cash a check, as well as make a deposit, has the opportunity of doing both at the same window, instead of being obliged to work his way up in line to a receiving teller's window, and then fall back and work his way up again to the paying teller's window.

Third—The courtesy and ever-evident spirit of willingness shown by the officers and employees of the bank in their dealings with the public.

These and many other features will be continued by the management in the new location, where there will be installed a number of new departments which will commend themselves to the patrons of the bank. One of the special features will be the safe deposit department, where valuable papers may be kept by customers, and where the very best of conveniences in the way of accessibility will be installed.

Architects and builders are now engaged in working out the elaborate plans for the creation of the several departments of the new home of the First National, and no detail is being overlooked in the task imposed upon those whose special business it is to plan and equip the new quarters of the institution.

The savings and trust business of the First National, as in the past, will be handled by the Los Angeles Trust and Savings Bank, on the corner of Sixth and Spring, which is only a block north of Seventh and Spring, where the First National will have its new home. The nearness of the two institutions will be of much greater convenience for the customers of both institutions, and it is believed will undoubtedly add much to the already great volume of business transacted daily by the two banks.

## Unprecedented Record of Deposits.

### SECURITY SAVINGS BANK.

Quite as notable as the progress of the city of Los Angeles in the last twenty-two years has been the growth of the Security Savings Bank from its modest beginning, in 1889, to its present eminence as not only the oldest but the largest institution of its kind in the Southwest. The real development of the city has been in the period that marks the history of this bank, from the time it opened for business in a little store-room in Main street. After its several removals to larger quarters, as the increasing business demanded, the bank now is at home in the Security building, occupying the entire ground floor and basement.

Small as the bank was at the beginning, with its \$75,000 capital, it was in keeping with the city at that time. Almost twenty-three years have elapsed since then, and the city has grown from a place of 50,000 inhabitants to a metropolis of 400,000, while the Security Savings Bank has gradually increased its capitalization to its present \$1,000,000, with another million in reserve, and resources amounting to \$2,500,000.

One year after Joseph P. Sartori and his associates organized the bank it had \$247,648 deposits and 1053 depositors. Now the bank has \$2,000,000 deposits and more than 66,000 open accounts. It is the first bank in the Southwest, of any kind, to pass the \$30,000,000 mark in resources.

When the bank opened for business J. F. Sartori, one of its organizers, was cashier, later becoming president, which office he now holds. Maurice S. Hellman, one of the original directors, is now vice-president, having been active in that office more than sixteen years. W. D. Longyear, now cashier, has been with the bank nearly twenty-one years. Vice-President John E. Plater joined the Security Bank when it purchased and absorbed the Los Angeles Savings Bank, of which he was president. Charles H. Toll, who was cashier of the Southern California Savings Bank, at the time



that it was merged into the Security institution, is another vice-president in active duty. The Main Street Savings Bank, of which T. L. Duque was president, was also purchased by the Security.

The bank has an exceptionally strong board of directors, composed of the following-named fourteen men who stand high in financial and professional circles and are largely identified with the progress of the city:

#### OFFICERS AND DIRECTORS.

J. F. Sartori, president; Maurice S. Hellman, vice-president; John E. Plater, vice-president; Charles H. Toll, vice-president; W. D. Longyear, cashier and secretary; J. H. Shankland, attorney; H. W. O'Melveny,

attorney; T. E. Newlin, vice-president, Farmers and Merchants National Bank; J. A. Graves, vice-president Farmers and Merchants National Bank; W. L. Graves, vice-president Merchants National Bank; W. D. Woolwine, vice-president National Bank of California; W. H. Holliday, president Merchants National Bank; William H. Allen, Jr., president Title Insurance and Trust Company; Henderson Hayward, capitalist.

#### THE BANKING ROOMS.

The banking room of the Security is conceded to be one of the finest in the West. All its appointments, including the most massive vaults, are the highest type of their kind. In the arrangements no effort has been spared to secure the greatest degree of comfort and convenience for patrons of the bank. It is the unswerving policy of the management to treat all patrons with uniform courtesy. The small depositor receives the same consideration that is bestowed upon the big ones.

The Security Safe Deposit and Storage Department is one of the largest and best equipped in the West. The safe deposit vault has a capacity of 40,000 individual lock boxes which are rented by the year at a trivial cost to all who apply. The storage vault is designed for the safe keeping of bulkier valuables, like trunks of silverware, packages of wedding presents and other treasures the owner would keep securely out of the reach of fire, burglars and all other danger.

Newcomers, homeseekers and travelers, find the facilities of this bank and its safe deposit department ideal as a depository for their money and valuables. The bank pays 4 per cent. interest on term deposits and 3 per cent. on special savings accounts. On this latter form of account interest is computed monthly on the minimum balance of \$300 or more. Checks may be drawn against it without presenting the pass-book. Visitors are always welcome.

This bank maintains a free information bureau for the benefit of the general public as well as patrons.

### THE NATIONAL BANK OF LONG BEACH AND THE LONG BEACH SAVINGS BANK AND TRUST COMPANY.

Keeping pace with the phenomenal growth of Long Beach, midwinter 1911 finds the National Bank of Long Beach and the Long Beach Savings Bank & Trust Company at the highest point of a period of uninterrupted growth.

Managed by men whose names are known throughout the State as able and conservative business men, both institutions and their officers, are held in the highest esteem in Long Beach. Occupying a prominent place on the directorate of both banks is Jotham Bixby, a Los Angeles county pioneer. At the head of the National Bank is P. E. Hatch and George H. Bixby is president of the Long Beach Savings Bank & Trust Company.

With a capital stock of \$150,000 and surplus of \$10,000 the National Bank of Long Beach carries deposits of \$1,250,487.60. Capitalized at \$250,000 and with a reserve fund of \$62,500 the Long Beach Savings Bank & Trust Company leads the best of Long



Beach banks, with individual deposits of \$1,376,348.23. The combined resources of these banks amount to \$2,400,847.77.

The banking home is a splendid five-story building of modern construction in the commercial center of Long Beach, northeast corner Pine avenue and First street.

The directors of the National Bank of Long Beach are: Isaias W. Hellman, J. A. Graves, T. L. DeCoudres, Fred H. Bixby, W. J. Horne, George H. Bixby, Charles R. Drake, George Summers, F. C. Yeomans, William Schilling, George C. Flint, C. H. Thornburg, P. E. Hatch, Jotham Bixby, and E. C. Denio.

The directors of the Long Beach Savings Bank & Trust Company are: George H. Bixby, president; P. E. Hatch, vice-president; F. C. Yeomans, vice-president; J. W. Tucker, secretary and cashier; Jotham Bixby, capitalist; I. W. Hellman, president Wells Fargo Nevada National Bank; Lowellyn Bixby, president Long Beach Dairy Company; William Schilling, capitalist; S. E. Kennedy, capitalist; J. T. Orchard, capitalist; T. L. DeCoudres, capitalist; John A. Lamb, capitalist; A. McDermont, capitalist; W. M. Raymond, capitalist; J. T. Cullen, Alamitos Beach Water Company.



TWO STRONG AND PROGRESSIVE BANKS

# CITIZENS National BANK

Trust & Savings

*These Two Banks, Long Established and Capably Managed, Represent Total Resources of Fifteen Million Dollars.*

**NEW COMERS** are offered special facilities in Commercial business, in all Trust departments, and in Saving Accounts drawing 4% compounded twice a year. Have your drafts made payable here by your home banker and we will extend you every courtesy and give you the best of California information. We cheerfully answer letters of inquiry.

*These Two Banks Especially Invite New Settlers' Accounts. No Request of Yours Will be Too Small for the Personal Attention of Our Officers.*

**The Citizens National Bank**  
Cor. 3rd & Main Sts., Los Angeles

**The Citizens Trust & Savings Bank**  
Broadway, Near 3rd Street, Los Angeles

## MERCHANTS NATIONAL BANK.

After all there is very little difference between the boy and the man. Application and industry indicated in the boy develop in the man.

Who has not in his school days made strenuous effort to be on the roll of honor, to be first in his class or in athletics? At some time in his boyhood every man has tried for the roll of honor. Some have won—others have been disappointed.

Some of those who have won have carried their membership on the roll of honor into their business successes, and in these days of rapid money-getting the same pride that animates the boy in school also animates the legitimate and conservative business organization. Especially is this so in institutions that have the handling of other people's money.

This friendly rivalry exists today between all national banks in the United States, and each is using every legitimate means to show its annual standing to be superior to that of all others.

The amount of capital stock in a bank is not always an indication of that institution's importance. On the contrary, the importance of a banking institution is solely dependent upon its officers and directors and the way in which the business of the public is handled through them. A bank with a small capital stock and large surplus and undivided profits is a much more dependable institution as a rule than one with very large capital and small surplus.

Keeping to the old school rule, the national banks maintain a roll of honor, and to be high on this roll is the ambition of every board of directors, for this merit mark is based upon what the bank has actually accomplished according to the ethics of good sound conservative banking. It is no small merit for a bank to be able to refer to itself as standing high upon the national, State and city rolls of honor.

In the year 1910 the Merchants' National Bank of Los Angeles advanced from fifty-sixth to forty-second position among all the national banks of the country, and today in the State of California and the city of Los Angeles, the Merchants' National Bank stands at the head on the roll of honor of national banks.

All the reasons for this remarkable showing, brought about by the conservative and wise methods of officers and directors do not always show upon the surface, but the following report of the Merchants' National Bank of Los Angeles will indicate in a very satisfactory way some of the factors that have contributed toward its enviable position among national banks. Indeed the stock of this bank is listed higher than any other banking stock in the city.

The roll of honor of the national banks of the United States is a table prepared by "The New York Financier" from the statements made to the Comptroller of the Currency. To secure a place on the roll of honor a bank must show surplus and undivided profits equal to or in excess of its capital stock—that is, assuming the capital to be 100 per cent., the profits and surplus must exceed that percentage. In other words, a roll of honor bank has on hand, in the form of surplus and profits, an amount larger than its capital. A bank's numerical order on the roll is based on the percentage of surplus and profits to capital.

According to the last annual report of the Comptroller of the Currency, there were 7173 banks in opera-

tion under national charters. Of these only 1263 are entitled to positions on the roll. This means that less than 20 per cent. of the national banks are roll of honor banks.

## THE MERCHANTS NATIONAL BANK OF LOS ANGELES, CAL.

Organized 1886.

United States and Postal Savings Bank Depository.

### OFFICIAL REPORT

September 1, 1911.

#### RESOURCES.

Loans and Discounts.....	\$4,807,231.78
U. S. Bonds.....	250,000.00
Premium.....	2,500.00
Other stocks and bonds.....	454,044.14
Furniture and Fixtures.....	70,000.00
Real Estate.....	14,981.74
Due from banks and United States Treasurer.....	\$1,395,903.72
Cash on hand.....	1,303,556.31
	<b>2,699,459.93</b>

#### LIABILITIES.

Capital stock paid in.....	\$200,000.00
Surplus and undivided profits.....	749,862.67
Circulation.....	200,000.00
Taxes and Contingent Fund.....	43,570.26
Deposits.....	7,104,784.66
	<b>\$8,298,217.59</b>

W. H. Holliday, president; Marco H. Hellman, vice-president; J. H. Rambos, cashier; H. H. Martin, assistant cashier; O. A. Cox, assistant cashier.

#### COMPARATIVE DEPOSITS.

September 1, 1909.....	\$5,116,537.04
September 1, 1910.....	5,681,150.66
September 1, 1911.....	7,104,784.66

Directors: W. A. Barker, N. Bonfilio, E. P. Bosbyshell, D. K. Edwards, L. C. Brand, W. L. Graves, M. A. Hamburger, Irving H. Hellman, Marco H. Hellman, W. E. Keller, W. H. Holliday, F. M. Lyon, H. T. Newell, E. T. Stimson and W. L. Valentine.

## UNION NATIONAL BANK, PASADENA.

The recent merger of the San Gabriel and Union Savings Banks with the Union National, at Pasadena, forms one of the most important recent consolidations of financial institutions in any part of Southern California. The present combined resources of the Union National by the merger represents a sum in excess of \$5,000,000.

The consolidation was brought about so the greater volume of the banking business of Pasadena might be centralized under the wisest management, both for the benefit of the stockholders and the commercial and individual interests of the patrons of the former institutions now installed and doing business under one name, the Union National. In union there is strength, is an old axiom and a true one, which is best illustrated in the availability of ample funds, handled conservatively and wisely invested in highest class securities and improved real estate.

In forming the merger the officials in charge ar-

ranged for the establishment of a well-conducted savings and trust company as an auxiliary institution for the Union National. This has been accomplished. The capital stock of the Union National has been increased \$150,000. The Trust and Savings Bank capital is \$300,000. The combined deposits of the three institutions, as shown by the last statements, were \$4,335,145, with total resources, \$5,000,000. The resources of the Union National, under the consolidation agreement, are \$1,500,000, and the resources of the Trust and Savings Bank are the same.

The Boards of Directors of the three banks have been combined. The following is the personnel of the new board: F. C. Bolt, E. R. Braley, F. A. Ford, Tod Ford, C. W. Gates, E. S. Gosney, E. H. Groenendyke, C. J. Hall, J. E. Jardine, L. R. Macy, T. P. Phillips, H. M. Robinson, C. W. Smith, H. I. Stuart, George W. Stimson, R. Schiffmann, S. Washburn and Thomas D. Wayne. Officers of the different banks will be officers of the merged bank.

Frank C. Bolt is the dean of the financiers of the Crown City. He has been president of the San Gabriel Valley Bank for the past twenty years. H. I. Stuart, who has been president of the Union Savings Bank since 1905, has always been active in banking circles and was identified with the First National Bank for a period of seventeen years. E. H. Groenendyke has been cashier of the Union Savings and Union National since they were organized. C. J. Hall has been vice-president of the San Gabriel bank for five years.

All of the officers and directors are personally known in financial and business circles as among the most conservative as well as most progressive of the residents of Pasadena. They are men who are liberal in their aid and contributions for any worthy movement looking to the further advancement of the city and county along business and industrial lines.

For many months the consolidation of the banks has been under consideration. After several conferences it was decided that the merger would be a wise move and give additional strength to the financial and business power of the community, placing the Union National and the Trust and Savings Bank in a position that will enlarge the scope of operations in many avenues of commerce and trade, to the end that Pasadena may stand out prominently, not only as a popular tourist and residential city of the first magnitude, but also may be prepared to meet the demands of solid industrial enterprises, combined with the encouragement of further developments in subdivisions and home-building generally.

The consolidation effected best meets all of the most-desired conditions existing at Pasadena, and assurance is given that a new era of prosperity with ample funds at command is already inaugurated in the community.

The resources of the Union National Bank, September 1, 1911, were \$1,002,074.69; Union Savings, \$1,719,635.09, and San Gabriel Valley Bank, \$1,413,844.91. There was but slight difference in the total amount of resources of the several banks, and each was doing a fair amount of business.

With the merger and consolidation of the funds a greater scope is enjoyed by the Union National, and with the methods of economy introduced in the conduct of the business, it is conceded that more satisfactory returns will be made to the stockholders and depositors, while patrons of the merged institutions will continue to enjoy not only the former accommodations extended, but even more liberal consideration in the regular transaction of business.



# Golden State Limited

71 Hours to Chicago

Exclusively First Class—  
Dining Car Service Unexcelled—  
The Train for the Discriminating—

## The "Californian"

Another Fast Train for Both First Class and Tourist Travel—  
Through to Kansas City, St. Louis and Chicago—  
The Line of Low Altitudes—

# Southern Pacific

LOS ANGELES OFFICES

600 South Spring Street.

Arcade Station, Fifth and Central Avenue.

## Rock Island

519 South Spring Street.

### MERCHANTS BANK AND TRUST COMPANY.

There is a bank in Los Angeles whose directors have made it on a standard of plain, every-day banking service. Mere good banking is not sufficient, but service in every sense the word can mean or imply, is the high standard they have set for their bank. They seem to have grasped its meaning to the full in every department of their big, well-equipped institution, at No. 207-211 South Broadway, this ideal of an institution, service, is exemplified. In the courteous attention that the most insubordinate employee offers to the smallest depositor, in every sense, you'll find service, "Better Banking Service."

It is different from other banks, which conduct mere banking business, for it is the aim of this progressive institution to inject personality into all its business relations. The Merchants' Bank and Trust Company personifies.

The directors are a keen brained coterie of men who have had long experience in the banking world and their names stand high in the annals of successful business in this city. They stand shoulder to shoulder in their fight for good banking and have succeeded in giving their customers that extra service that alone can bring bank success. As a financial institution the Merchants' Bank and Trust Company has obtained an enviable reputation throughout the Western States where it numbers many depositors. There are New York men who have held accounts in the Merchants' Bank and Trust Company year after year in preference to the institutions of New York and the East.

The great vaults of the safety deposit department offer more than usual security. Every safeguard is installed to make the enormous deposits kept there as safe as safe and fire-proof and burglar proof as brass and iron and steel can make them. The great number of safety deposit boxes kept in the spacious vaults of the bank involve a heavy responsibility and require constant attention. Booths have been built to facilitate the private inspection of papers and valuables stored.

The degree of efficiency in these departments as well as in the trust and escrow departments, is shown by the volume of business they handle.

The city of Los Angeles is proud of an institution which stands today as one of the progressive and initiative banks of Los Angeles. It is an institution, old in experience, directed by capable minds and with a capable corps of assistants.

### COL. L. W. POWELL.

Col. L. W. Powell of Los Angeles and Arizona, who has a suite of offices, No. 914 Central building, is one of the master builders of the great Southwest. He is now engaged in some far-reaching schemes that have as their object the rearing of great industries. In Arizona his name is a household word. Captains of industry by the score are numbered among his personal friends.

In the early part of his business career Col. Powell engaged in iron mining in the Lake Michigan district. There he gained the practical knowledge that was worth so much to him later in developing some of the greatest copper properties in the Southwest. From iron mining Col. Powell became identified with the Carnegie Steel Company, and after the organization of the United States Steel Corporation he was an official of that giant industrial enterprise for several years.

Through these associations Col. Powell became interested in the copper industry and went to Bisbee, Ariz., a few years ago to assume the management of the Calumet and Arizona Copper Company's properties. His success in that enterprise was phenomenal and he soon became known as one of the great copper generals, being a master both of finance and development. It was while at the head of the Calumet and Arizona that Col. Powell demonstrated his genius by crossing swords with the late Col. W. C. Greene of Cananea copper fame, and defeating that redoubtable industrial warrior.

More than a year ago Col. Powell resigned the management of the Calumet and Arizona Copper Company's estate, much to the regret of the citizens of Arizona, and has since been engaged in handling his own large affairs. At the present time he is president of the Elenita Development Company, which owns vast properties in Arizona and Mexico, and he is also president of the Poomott Development Company, which is developing great tracts of ranch property in Arizona. In various ways Col. Powell is interested in the expansion and development of Arizona, and has been the means of bringing millions of capital from the East to the West.

While Col. Powell still remains a citizen of Arizona his interests are such that it is necessary for him to maintain an office in Los Angeles and he and his family live at the Hotel Darby. He is a member of most of the big clubs of this city, where he is a welcome visitor and he enjoys a large acquaintance among the men of big affairs.

### PACIFIC MINES CORPORATION.

Combination of capital and the alignment of men of experience and scientific knowledge in the proper handling of mineral deposits of either low or high grade are required to make a financial success of large enterprises in any part of the world, especially in the State of California, where conditions are regarded as somewhat peculiar. An example of what is being accomplished under systematic supervision and the application of approved business methods is shown by the excellent results achieved by the Pacific Mines Corporation, with home offices in suite 731 in the Central building at Sixth and Main streets, and a New York office at No. 71 Broadway.

This corporation was formed in the City of New York in 1910, and the president and general manager of the company is Frank A. Keith, who has a wide acquaintance among the mining men of the Pacific Coast and throughout the country. Principal stockholders of the company reside in New York City, in Rochester, N. Y., and in the city of Los Angeles.

For many months the company has been operating and developing mining properties, lying south of Ludlow, in San Bernardino county, California, which were formerly owned by the Bagdad Chase Gold Mining and Milling Company, and also the Roosevelt Mining and Milling Company, comprising about 600 acres.

The company owns and operates its broad-gauge railroad from the mines to the main line of the Santa Fe railway, with connection at Ludlow. Shipments of the output of the mines are at the rate of about 100 tons a day of dry silicious ore, carrying gold and copper, sent direct to the United Verde smelter at Jerome, Ariz. The main shaft is equipped with compressed air plant for power drills, which also furnishes air for the hoisting engine. High gravity crude oil is used for fuel, being gasified in a generator for the large gas engine driving compressor and auxiliaries.

The Pacific Mines Corporation is a shipping corporation, which is quietly making good along intelligent lines in the development of properties.

### SYDNEY SMITH.

Sydney Smith stands in the forefront of the young business men of Los Angeles. He has been identified with some very important promotions, and his business judgment, developed at a period in life when most young men are still working for a salary, has always brought him out on top in the financial race.

About three years ago Mr. Smith crossed swords with some of the acute business minds of the Nevada mining camps, and when the smoke of battle cleared he came back to Los Angeles with a comfortable fortune. At the present time Mr. Smith is engaged in promoting a placer mining project in the Altar mining district of Sonora, Mexico, and has been in Philadelphia and New York organizing a company and interesting capital in the enterprise. He has been prominently identified with the oil industry of the State, and is a large stockholder in several companies. He has been engaged in the real estate business.

### GREAT WESTERN SMELTING AND REFINING COMPANY.

Few people are aware that there is in existence a concern making a specialty of supplying newspapers throughout the United States with their requirement of metal. Such a concern is the Great Western Smelting & Refining Company, whose offices are located in the Pacific Electric building in this city, with Seymour Swarts in charge as manager.

This company, which started in a small way about twenty-five years ago, is at the present time supplying more newspapers with metal than many other firms in the same line of business. This trade was acquired by a close study of the needs of customers, with the result that the business has extended throughout the whole country. They have large plants in Chicago, St. Louis, San Francisco, Seattle and Vancouver, B.

C., with branch offices and warehouses in almost every important city.

The newspaper trade, however, is only a small part of their business. They manufacture metals of all kinds for the supply of railroads, street railways, mines and smelters, water works, sugar mills, electrical machinery, brass foundries, and wherever base metal is required. It is a most interesting sight to visit their works, where all wastes in the metal line are being utilized. They have all the most modern and up-to-date furnaces to handle all drosses, skimmings, oxides, scrap metal, matts and ores, which they are at all times ready to buy for spot cash. This company has recently completed a new plant in Chicago to utilize all waste material in their line. This plant is considered one of the finest in the United States.

With the co-operation of their many friends and the trade generally, the company hopes to attain still greater results in the future.



# The National Bank of California

Hellman Building, Fourth and Spring Streets  
Los Angeles, California

## Condensed Statement

FROM REPORT TO COMPTROLLER, SEPT. 1, 1911.

Resources		Liabilities	
Loans and Discounts.....	\$2,903,797.80	Capital Stock Paid In..\$	500,000.00
Overdrafts.....	14,076.68	Surplus and Undivided	
United States and Other Bonds..	835,516.34	Profits.....	210,647.63
Real Estate, Fur, Fixt. and Safe		Circulation.....	500,000.00
Deposit Vault.....	107,458.41	Bond Account.....	50,000.00
Redemption Fund with U. S.		Letters of Credit.....	27,974.92
Treasurer.....	25,000.00	Reserved for Taxes.....	4,536.72
Customers Liability under Letters		Deposits.....	4,343,191.23
of Credit.....	27,974.92		
Cash and Sight Exchange.....	1,722,436.35		
	\$5,636,260.50		\$5,636,260.50

Attest:  
O. A. VICKREY  
HENRY M. ROBINSON  
R. I. ROGERS  
Directors.

The Above Statement is Correct

J. E. FISHBURN, President

J. E. FISHBURN,  
President.  
W. D. WOOLWINE,  
Vice-President.

OFFICERS  
R. I. ROGERS,  
Vice-President.  
H. S. MCKEE,  
Cashier.

C. W. PROLLIUS,  
Asst. Cashier.  
G. S. PICKRELL,  
Asst. Cashier.

### DIRECTORS

N. B. BLACKSTONE, President N. B. Blackstone Company, Dry Goods.  
F. W. BLAUN, Merchant and Manufacturer. O. H. CHURCHILL, Capitalist.  
J. E. FISHBURN, President. F. W. FLINT, Jr., Merchant. H. W. FRANK,  
President Harris & Frank (Inc.), Clothiers. E. B. GAGE, President Phoenix  
National Bank, Phoenix, Ariz. HARRY GRAY, Capitalist. S. C. HUBBELL,  
Capitalist. ERNEST H. MAY, President First National Bank of Pasadena.  
H. S. MCKEE, Cashier. H. M. ROBINSON, Treasurer the Pacific Lumber Co.  
R. I. ROGERS, Vice-President. O. A. VICKREY, Real Estate. W. D. WOOL-  
WINE, Vice-President.

# Oak Knoll

the beautiful

Exclusive Residence  
District of Pasadena

—is—

## BUILDING UP RAPIDLY

You'd better select your home-  
site now,—delay means disap-  
pointment.

Let us mail you handsome  
booklet, also map of Pasadena  
and good roads in Southern  
California.

Wm. R. Staats Co.  
Managing Agent PASADENA

### A. GREENE & SON.

It is of special interest to note in this edition what has been accomplished by an enterprising firm, which previous to the devastating fire in San Francisco in 1906 was located in that city, but which came to Los Angeles after losing heavily in the disaster. Reference is made to A. Greene & Son, the ladies' tailors, who, when they first started in business in this city, operated on limited capital.

This firm had been swept clean by the fire, but the owners did not give up. They found a welcome in Los Angeles, and started anew, confident of their own ability and knowledge to cater successfully to the wants of the people of the community. Today they have two large and popular stores, one in Los Angeles at No. 321 West Seventh street, in the new commercial center, and the other at No. 1430 D street, San Diego. Both command and hold the patronage of many of the best people of both cities.

A. Greene & Son have been in the ladies' tailoring business in Los Angeles for a period of five years. They make a specialty of designing and tailoring exclusive tailor-made garments of every description for women. Their aim at all times is to please the public, and to sell garments at prices that cannot fail to command attention. All that is necessary to secure a patron is to serve her once. They have no fear for the future, for the patron will become a regular customer.

Both A. Greene and C. H. Greene, members of the firm, are practical tailors for ladies, who have thoroughly proved their skill as designers and caterers to women and have established an enviable reputation for capacity, reliability and uniform courtesy in dealing with the public.

The firm is now recognized both by the trade and the public as one of the largest establishments in the ladies' tailoring line in the entire State. Greene & Son have made a success of their enterprise in Los Angeles and have also placed their fine store at San Diego in the front rank of the industrial and commercial enterprises of that city.

The firm selects its materials first hand from the manufacturers. It carries a fine assortment of domestic and imported goods in stock, and, with the assistance of the large force of experienced operatives, is prepared to fill any order promptly, and in a thoroughly workmanlike manner.

### HOTEL LANKERSHIM.

The art of catering to the traveling public reaches its climax in the management of the Hotel Lankershim of Los Angeles. It possesses all of the enjoyments and attractive features common to the leading hotels of Europe and of the United States.

Its apartments are elegantly furnished and are equipped with modern accessories in keeping with the character of the hotel.

The Hotel Lankershim is of a noble type of hotel architecture. It is centrally located on Broadway, the principal thoroughfare of the city, at Seventh street, and in close proximity to the main lines of urban and interurban railway travel. Its convenience and location especially appeal to the tourist and commercial traveler. Today the Hotel Lankershim has clustered about it many of the largest banks and office buildings and the principal department stores and theaters of the city.

The Hotel Lankershim has 300 rooms and 150 private baths. The interior decorations are magnificent, and the sanitation and ventilation perfect. The hotel uses the services of an excellent orchestra and in the evening the lobby and parlors are enlivened with its music. The hotel is conducted on the European plan exclusively and its rates are moderate considering the high standard of the cuisine and service.

Messrs. Cooper & Davis, lessees of the Hotel Lankershim, appreciate the moving and living pictures of Los Angeles evening out-door life. To afford their guests the opportunity of witnessing these nightly exhibitions of gay metropolitan life, they inaugurated a free auto bus service to convey their guests through the principal streets of the city while en route from the railway stations.

Messrs. Cooper & Davis, themselves the most genial of hosts, have surrounded themselves with a corps of experienced personal assistants and an array of well-trained hotel employees.

### MADARY'S SUPPLY HOUSE.

Madary's Supply House, established at Nos. 733-739 Aliso street in April, 1903, by C. H. Clayton, general manager, is headquarters in Southern California for beekeepers' supplies, doors and windows, beehives, comb foundations, etc., and the territory covered in the extensive business is all west of the Rocky Mountains, including China and Japan and the islands of the sea.

The plant consists of a two-story building, 100x150 feet, with 3000 square feet of floor space, equipped with special machinery for working beeswax, twenty men being employed in Los Angeles and 250 at Fresno, where is established Madary's planing mill, where beehives and other bee supplies are made.

Mr. Clayton has resided in Los Angeles continuously since 1887, and is widely known as the bee man. He recently installed at the local plant special machinery for working beeswax into foundations for beekeepers. The past season this firm manufactured twenty tons of beeswax and the coming season will make fifty tons. Mr. Clayton has been very active in catering to the bee industry and is largely responsible for the practical development of the enterprise.

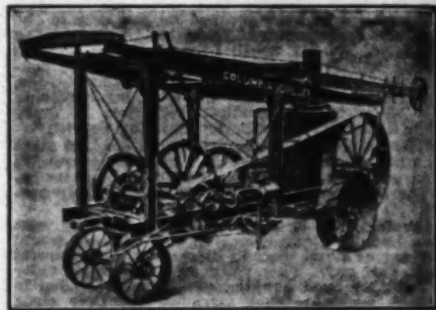
### PETER KEANE.

Since July 2, 1884, Peter Keane, owner and manager of the Keane Broom Factory, at Nos. 817-819 East Fourth street, has been identified actively with the industrial interests of Los Angeles and Southern California.

Mr. Keane is a veteran in the business and made brooms in the city of Chicago before permanently locating in this city. He has a modern factory, equipped with the best facilities for the manufacture of brooms both large and small, and has established an enviable reputation for reliability and superior goods in his line. He sells to jobbers in the city and to the trade in four States, and employs an average number of ten men.

The Keane brooms are recognized as among the best in style and durability for the business house, the office or the home and are in active demand in all cities where they are handled by dealers. None are permitted to leave the factory without thorough inspection by the proprietor. The factory is a two-story building, 56x24 feet.

### FOR OIL AND WATER WELLS



Columbia Portable Driller  
Built of Iron and Steel—Indestructible

Write Us for Information

R. H. Herron Co., Affiliated with  
Oil Well Supply Co., of Pittsburgh, Pa.  
Main Office—Main and Alameda Streets, Los Angeles

J. S. Schirm, President Sunset Phone—Main 1187  
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Postoffice Box 4

Grand Canyon  
Lime & Cement Company

Manufacturers of Pure and Superior  
Lime and Fertilizer, Lime Rock and  
Lime Stone for Building Purposes.

Main Office—Los Angeles, California  
840 Commercial Street



# BAKER IRON WORKS

ESTABLISHED 1872

LOS ANGELES, CALIFORNIA

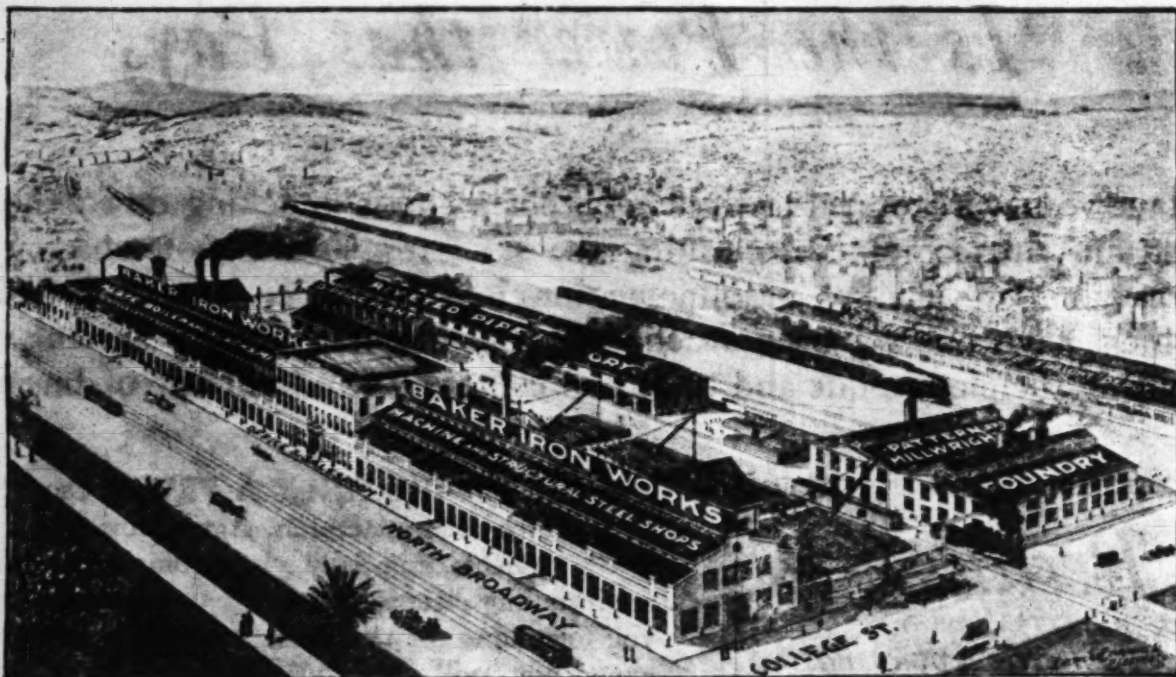
INCORPORATED 1886

## Engineers - Founders - Machinists - Machinery Merchants

Our  
Equipment  
is Modern  
and  
Complete

Estimates  
Cheerfully  
Furnished

Light and  
Heavy  
Castings



Oil and  
Water  
Storage  
Tanks

Oil and  
Mining  
Machinery

Well  
Casing

## RIVETED STEEL WATER PIPE

Plate Steel Work of Every Description    Standard and High Pressure Boilers    Structural Steel and Elevator Contractors

### Crude Oil Gas Producer for Operating Producer Gas Engines



Designed for converting Crude Oil, having an asphaltum base of from 12 to 20 degrees Baume.

This Producer requires no more attention than a steam plant of same power and saves from one-half to three-fourths the cost of operating.

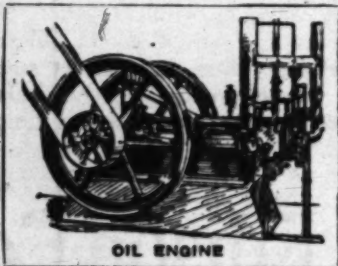
The Producer furnishes power at one-fourth the cost of a Distillate Engine, and this saving in cost of fuel alone will pay off the entire cost of the plant in a short time.

### OUR OIL ENGINE

Designed to use the heavy Distillates and Tops, 30 to 40 gravity. Costs but little more and can be operated at one-half the cost of a Distillate Engine, and at less than one-third the cost of Electric power at two cents a kilowatt.

Tell us how much power you need and we will give you cost of plant and operation with Producer, Oil Engine, Distillate Engine, Steam Plant, or Electricity.

We stock everything that goes to make up a complete power or pumping plant.



### Smith - Booth - Usher Company

Machinery Supplies, Pipe and Fittings

228-238 Central Avenue - Los Angeles, California

### *This Advertisement Cost Us Seventy-five Dollars*

*—also several hours time considering just the right thing to say, for be it known that we are new at writing ads. We believe, however, in being bold, and make the following statement without fear of a sincere contradiction:*

**T**HE J. NIEDERER COMPANY is today producing wood work, such as bank, store and office fixtures, interior residence work, specially designed furniture, etc., that is pronounced by those who have been around and know, to be unsurpassed by that manufactured by any concern in the world engaged in a similar line. If you doubt that statement, if you are really interested in fine wood work, if you would appreciate the opportunity of inspecting what others have told us to be the very last word in the art of cabinet making, get in communication with us.

*This is Our 23rd Successful Year in Los Angeles*

**J. Niederer Company**

Wood Workers :: Main & Jefferson Sts.



# Electric Power

## *Is the Power that Pays*

Have you ever stopped to think why electricity is knocking down the tall and unsightly chimneys, cleaning the skies from their soot, chasing the noisy and bad-smelling gasoline engines into remote corners of the earth, which have not yet been reached by the clean, vigorous current, and putting the picturesque and uncertain clattering windmill out of business?

### *Because—*

#### *Electric Power has these Advantages over all other Power*

Economy—for there are a multitude of savings incident to its use.  
 All labor incident to steam plant saved.  
 No labor required for the operation of an electric motor.  
 No slip, no grind, no jar—a positive drive.  
 Fifty per cent. of power loss in shafting and belting saved.  
 Absolutely no waste.  
 You pay only for what power you use.  
 Freedom from danger and obstruction of shafting.  
 Absolute reliability of service.  
 Power available on premises twenty-four hours a day—three hundred and sixty-five days in a year.  
 There is an enormous saving in the initial cost of installing a plant.  
 It takes less floor space.  
 It requires no special outlay in buildings, such as chimneys and boiler houses.  
 Increased output over belt driven machines.  
 Available speed with a constant control.  
 Simplicity and saving in operation.  
 Power consumed in exact ratio to amount of work done.  
 Location of tools independent of source of power.  
 Accidents and loss by fire reduced.  
 Friction, noise, wear and tension reduced to a minimum.  
 Maintenance and repairs the least known in machinery.  
 No space required for the storage of fuel.  
 Unquestioned superiority in the quality of service.  
 Cost of each operation in manufacturing may be figured to a certainty.  
 No boiler insurance necessary.  
 Absence of vibration.  
 A degree of cleanliness not possible on premises where power is generated.

THESE ARE ONLY A FEW of the reasons why Manufacturers, Agriculturists and Merchants, especially where competition is keen, are installing electric power. If these reasons interest you telephone the nearest Edison office for a power expert who will visit your premises—*free of charge*—make a thorough investigation of your demands, and give you an estimate of the cost of power, and possibly some valuable hints concerning the best means of disposing of your old engine and outfit.

A beautifully illustrated booklet entitled "*Electricity for Power Purposes*," containing testimonials from two hundred and thirty-two Southern California consumers of Edison electric energy for various uses, has just been published and will be mailed to you from any Edison office, or handed you on request.

### Down-to-Date Uses For Electricity

Pumping plants, wood working, metal working, auto charging, heating and cooking, packing-houses, refrigerators, elevators, laundries, railways, brick making, stone cutting, rock crushing, washers and extractors, ruling machines, laboratories, dental machines, coffee grinders and roasters, bottling machines, photography, jewelry polishing and cutting, vacuum cleaning, meat grinding, charging balloons, blowers, candy factories, rice cleaners, stamping presses, moving-picture machines, ventilating fans, dough mixers, dish washers, horse clippers, potato peelers, feed mills, chile grinders, bakeries, printing, creameries, ice cream freezers, shoe repairing, construction, lense grinding, buffing, hoisting, compressors, grinding rubber, paint and glass, sewing machines, hat working, wireless station, testing ore, filter presses, air and oil pumps, concrete mixers, vulcanizing, exhibits, targets, batteries and generators, carbonators, staff working, brush working, leather working, drug and chemicals, rope pickers, brewery purposes, cash systems and shoe polishing machines.

## Southern California Edison Company

120 East Fourth Street :: Edison Building :: Los Angeles, California



Annual Midwinter Number, IV.

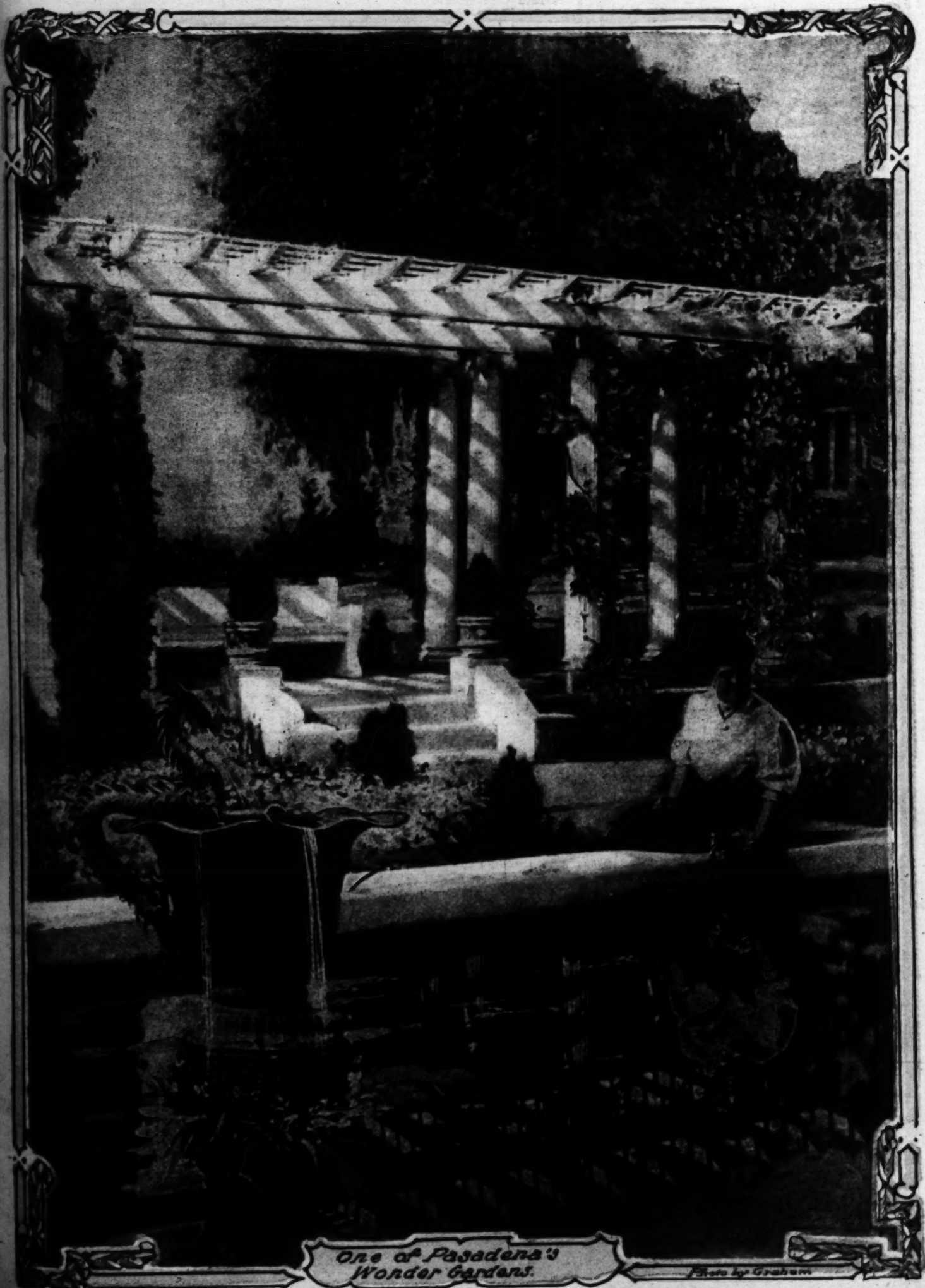
# Los Angeles Daily Times

PART IV: 32 PAGES.

JANUARY 1, 1912.

PRICE 10 CENTS.

*The Great Southwest.*



*One of Pasadena's  
Wonder Gardens.*

*Photo by Graham*



## Southern California—An Eden Empire Rich in Resources.

### OUR SUN-KISSED SLOPES.

IF CHRISTOPHER COLUMBUS had happened to land on this side of the continent instead of the other, on that memorable day more than 400 years ago, it is entirely safe to say that there wouldn't be standing room in Southern California today. If even after that this spirit of exploration had tempted some bold individuals to cross the Rockies, one blizzard, or cyclone, or thunderstorm would have so terrified them that the reports brought back to this Pacific Eden would have forever deterred any one else from making the experiment.

The choicest spot in the Golden State—that Land of Sunshine where the flowers bloom and the birds sing and the fruits ripen in unending procession—lies within an area extending from Point Concepcion 250 miles south to San Diego, and stretches back from forty to sixty miles from the coast till it meets the sun-kissed slopes of the Sierras. Here is our modern Eden—

"Where falls not hail, or rain, or any snow,  
Nor ever wind blows loudly; but it lies  
Deep-meadowed, happy, fair with orchard lawns  
And bowery hollows crown'd with summer seas."  
The original four counties of Southern California, like her big ranches, have been gradually subdivided until now we have almost four times as many—fourteen all told, comprising about 80,000 square miles or one-half the State.

#### LOS ANGELES COUNTY.

Of the six coast counties of Southern California, Los Angeles lies about central between San Diego county on the south, and San Luis Obispo county on the north. She has a stretch of eighty-five miles of coast line and reaches back to the Sierras, which form a wall separating this section from the north. Within the confines of the county one finds, therefore, an unusual diversity of climate and conditions. One may live at sea level, on the slope of the foothills, or 6000 feet above the sea on mountain heights, as his taste dictates. Beautiful valleys—the San Gabriel, Pomona, Calhuen, Los Nietos and San Fernando—lie between the folded hills that stretch back from the sea to the Sierras. The county is literally gridironed with steam and electric railways, and great ships sailing from every port the world around land their cargoes at her seaports—San Pedro, Redondo and Port Los Angeles. The county is about the size of the State of Connecticut, covering an area of 4600 square miles.

#### ORANGE COUNTY.

This is the county where ranchers grow rich, where crops, and poultry, and oil, and oranges, and nuts, and dairy products, unite to yield abundant harvests and line the pockets of the farmer with gold. Orange county is the smallest in the State, and yet it is an empire in itself. Its residents are fond of saying with pride that they could build an impassable wall around their little domain of but 780 square miles, and live like kings on the products within their borders. You can raise anything from peanuts to poultry, or cabbage to colts, in Orange county. Her income from walnuts, beans, beets, oranges, poultry, oil and sugar last year each require seven figures to express, and the sum total of all reaches the enormous figure of \$13,600,000.

#### RIVERSIDE COUNTY.

Riverside county is an illustration, the like of which cannot be found the world around, of the power of water applied to land. The erstwhile desert of twenty-five years ago, covered with cacti and sagebrush, is now the home of the most famous orange orchards on the face of the globe—with an annual output of over 2,000,000 boxes of the choicest citrus fruit. In the mountain sections of the county roundabout Beaumont grow the finest apples and cherries, and the Perris and San Jacinto Valleys are grain-growing and dairying centers. The culture of sugar beets is about to be undertaken on a large scale in the arid belt adjoining San Jacinto, a saccharine test from a fifteen-acre experimental patch showing 20 per cent. of sweetness. The scenic drives and the splendid roads of Riverside county are a delight to motorists—hard and smooth as oil and macadam can make them.

#### SAN BERNARDINO COUNTY.

San Bernardino county is the biggest county in the bunch, covering an area of more than 20,000 square miles—almost as much as the combined territory of Massachusetts, Connecticut and New Hampshire. However, only about one-third of this vast tract is arable, the balance being mountains or desert land. Lying as it does contiguous to the Colorado Desert, San Bernardino county leads the van in irrigation development and has three of the largest systems in the State. As a consequence of the abundant water supply the people of that county enjoy an annual income of \$9,000,000 from their citrus crop alone, while the products of her rich mines, her deciduous fruits, grain and dairies swell the grand total to \$30,000,000—which is exactly 1000 times her total area in square miles. The peach orchards of Ontario, the orange groves of Redlands and Rialto and the sugar beets of Chino are famous for the annual large crops.

#### SAN DIEGO COUNTY.

San Diego county enjoys the distinction of being the nearest to the Panama Canal of any county in Southern California. Consider that in connection with her famous and world-renowned bay and one gets a glimpse of her future prospects. The county is about the size of Los Angeles county, measuring 4200 square miles, which slopes back from the seacoast in a series of tablelands. Within the past year the population of San Diego county has jumped from 61,000 to 75,000 and her tax assessment has increased more than \$15,000,000. Eastern capital and colonists have so poured into the county that it is estimated that of the \$5,000,

000 spent for buildings alone, two-thirds was brought by people from the North and East who have established homes for themselves in the county.

#### IMPERIAL COUNTY.

Imperial county is the twin of Los Angeles county in regard to size and it is the youngest in the group, having been formed from the eastern half of San Diego county only a few years ago. After delays in securing patents from the government for lands, conflicts over surveys and consequent timidity of capital, all controversies have been satisfactorily adjusted and Imperial Valley is just now in the midst of a wonderfully healthy growth. The government has undertaken control of the Colorado River and capital has poured into the county. Its population has increased rapidly within the past few months on account of the development of one of the richest cotton belts in the United States, of its vast field for stock raising, its great grain and corn fields. The opening of the San Diego and Arizona Railroad is an important development of the year, giving a close seaboard connection.

#### VENTURA COUNTY.

"Bringing in the Beans" is the slogan of Ventura county, for it is the great bean field of the world, having but a single competitor in the civilized world—the far-away island of Madagascar, off the South African coast. Ventura county alone produces nearly three-fourths of the lima bean output of the world. There are 60,000 acres of bean lands in the county and no fertilizing or irrigation is required, as the ocean fogs and fresh salt breezes are the breath of life to the bean. But Ventura county knows something besides beans. She knows sugar beets as well, and citrus

### HITTING THE HIGH SPOTS.

SANTA BARBARA COUNTY grows the mustard crop of the whole world. Riverside spent \$30,000 improving her park system during the past year. Ventura county produces three-fourths of the lima bean crop of the world. Kern county is recognized as one of the great oil producing centers of the country.

Fresno county leads the world in raisin growing, her average crop doubling that of Spain.

Los Angeles county is the richest county in the State, with an assessed valuation of \$600,000,000.

Orange county walnuts brought in \$1,100,000 last year; her beet sugar, \$3,000,000 and her oil fields \$4,500,000.

Inyo county has the highest mountain, the lowest valley and raises the finest apples in the United States.

Kings county farmers ride in their own automobiles, speak over their own telephones and have their own free rural mail delivery.

Cotton, cattle, corn and cantaloupes are important crops in Imperial county, which has developed one of the richest cotton belts in the United States.

San Bernardino county introduced irrigation over a century ago and her people now enjoy an annual income of \$20,000,000 from fruits of the soil.

Influx of colonists and capital in San Diego county during the past year tremendously increased industries and business in anticipation of the opening of the Panama Canal.

fruits, and oil wells, and walnuts—1500 tons of them this year—and fish, and honey, and fat beef cattle, and butter and wine.

#### SANTA BARBARA COUNTY.

Santa Barbara county, like Switzerland, is the playground of Southern California—only she has the sea channel in place of the Swiss lakes. The city of Santa Barbara with the outlying Montecito is famous the world over as a resort of tourists. Her climate is perfection, sheltered by the Santa Ynez Mountains on the one side and the Channel Islands on the other she gets the ideal combination of moisture and dryness that go to make a perfect climate. There are four distinct valleys stretching back from the sea to meet the mountains, in one of which—the Lompoc Valley region—is grown the mustard crop of the world, as it is the only section in the United States where this necessary condiment thrives. Walnuts, beans, lemons and grapes are extensively grown and shipping is an important industry of the county.

#### KINGS COUNTY.

Kings county lies in the semi-tropic San Joaquin Valley and her farm products, ranging from raisins to eggs, shipped out of the county last year approximated \$6,000,000—a gain of more than \$855,000 over last year. Kings county farmers ride in their own automobiles, get their mail by free rural delivery and have their own telephones. The advent of a new railroad traversing the rich Summit Lake section was an event of the past year and the Kings county Chamber of Commerce is opening a campaign to interest the government in a reclamation project that will add a vast territory to the producing area of the county. The dairy products of Kings county more than doubled during the past year and colonization was active. Thous-

ands of acres have been reclaimed on the borders of Tulare Lake where grain grows so luxuriantly as to tax the capacity of the warehouses.

#### FRESNO COUNTY.

Fresno county lies in the center of the San Joaquin Valley and its name is synonymous with the great raising-growing section of the world. It covers 600 square miles and has a population of 75,000. The long, dry summers, free from rain, and the generally dry atmosphere make Fresno county climate perfect for raisin culture and it is the acknowledged leader of the world in this respect. Its average crop of raisins is double that of Spain, which for centuries held the lead. Figs are also an important crop and the cultivation of citrus fruits is rapidly extending. Next to raisins, the oil, alfalfa and dairying industries are the greatest money-makers of Fresno county. Large fortunes have been made in oil. Fresno county is one of the wealthiest counties in the State.

#### INYO COUNTY.

Inyo county is the second in size in the group and is famous as the home of the Owens River, from which Los Angeles will draw her future water supply. Inyo county deals in superlatives for she has the distinction of claiming the loftiest mountain peak and the lowest valley in the entire United States. Peak Valley is 400 feet below the sea and Mt. Whitney is 14,500 feet above. Here is found also the finest apple growing section in the United States, the famous Owens Valley apples commanding an exclusive price of their own. The rich mining regions of Gold Hill, Tonopah and Bullfrog lie just across the border in Nevada. Sheep raising is one of the oldest industries in the county and many fortunes have been made in this way. Potatoes run eight tons to the acre and are harvested in a year, while corn and wheat run six bushels to the acre and command from \$30 to \$35 per ton.

#### KERN COUNTY.

Oil and gold are the magic words in Kern county. It is the home of the famous Yellow Aster gold mine and her oil wells yield more than one-half of the total output of all districts in California. Kern county is recognized indeed as one of the great oil producing regions of the United States—the great gushers of the Midway, Sunset and McKittrick fields yielding an enormous flow. It is a great gas field too, large quantities having been developed—one single well yielding enough to supply the city of San Francisco. Kern county lies in the upper part of the San Joaquin Valley and draws a splendid water supply from the Kern River, the level valley portion of the county approximately fifty miles square, being watered by a great irrigation system which distributes the waters of the river through 250 miles of main and 1200 miles of lateral canals.

#### TULARE COUNTY.

Tulare has the greatest watershed of any county in the San Joaquin Valley. Pumping plants dot the landscape and the erstwhile waving grain fields are giving way to orange orchards and citrus fruits. Tulare is the center of one of the richest dairying districts of the State, her numerous creameries distributing more than \$50,000 per month among the prosperous farmers of that region. Tulare enjoys the distinction of being the banner wheat county of California but thousands of acres formerly given over to grain growing are now being cut up into smaller tracts and set to citrus fruits, the new districts being developed in the southeastern section of the county offering special inducements to those who would get in on the ground floor in the citrus industry.

#### SAN LUIS OBISPO COUNTY.

You could set Little Rhode Island down three times in this county and then have a nice fringe around the edge. It is the northernmost coast county of the southern group and, like Los Angeles county, has eighty-five miles of seacoast and here are located some of the greatest oil ports in the world from whence are shipped the enormous products of the Santa Maria, Coalinga, Kern River, Midway, Sunset and McKittrick fields. Like San Diego county, the land rises in a series of plateaus sloping from the sea to the Santa Lucia Mountains. This county marks the half-way line between Los Angeles, the metropolis of the South, and San Francisco, the metropolis of the North.

### CALIFORNIA A SANATORIUM.

Southern California is a universal sanatorium. The climate of the coast is invigorating, stimulating, and healthful, neither hot nor cold; the laborer knows no fatigue except from physical exhaustion resulting from over-taxed muscles. The brain-worker yields only to failure of mental powers. In the interior valleys, in mid-summer, the temperature is higher, and there is discomfort at times while working in the harvest fields and at the desk and behind the counter. But the dryness of the air robs the thermometer of its power. Sunstroke is unknown. It is the common experience of persons coming into almost any part of the State that they increase in weight and strength, are less troubled with nervous affections, sleep and eat well, and improve in health, if ailing from any cause, writes Mr. Chipman.

If Gov. Woodrow Wilson had known that the nearest of "The Beautiful Isle of Somewhere" was held at Catalina, just off the San Pedro coast of California, he would not have indulged in such caustic criticisms of the good old Methodist hymn.

"Consider the lilies of the field, how they grow; they toil not, neither do they spin." This is the sentiment according to St. Matthew, and it applies word for word line on line, to California.



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# JOYS of LIVING in our MOUNTAIN CANYONS





## The County of Los Angeles Outside the City.

### QUEEN OF COUNTIES.

**A** SINGLE county, containing within its confines mountains and seashore, fertile valleys and plains, orchards and vineyards, snows and sunshine, cities and towns, crossed by three transcontinental railway lines, gridironed with electric and steam railroads, with great ocean liners from every quarter of the globe calling at her seaports, a network of macadamized highways stretching from shore to mountain slopes—such is Los Angeles county—Queen of the Continent. Like a fair matron clothed in emerald robes edged with the foam of the sea, crowned with the orange blossoms of her orchards, bejeweled with the diamonds of her mountain streams and the gold of her fruits and flowers, garlanded with the vineyards and girdled with strong ties of flashing steel she sits under the sapphire skies of the sunniest spot on all the continent and stretches out her strong young arms in welcome to the hosts who flock to her shores or glide over her railways from the frozen regions beyond the Rockies.

With the opening of the Panama Canal within the next fifteen months, the flags of the nations of the earth will dip their colors in salute to this gracious Queen of the Western Sea, and will deposit in her lap the commerce of the world. Her shore line stretches for eighty miles along the Pacific and 3000 of the 4000 square miles of her territory lends itself to cultivation. Here more than half a million happy people live in this land of sunshine, of progress and of plenty. Upwards of 100,000 boys and girls are growing up and being educated in her splendid public schools. Her total assessed valuation for 1911 reaches the stupendous sum of \$607,182,752—and ranks her as the richest county in the State.

The State Controller's Department at Sacramento, showing the values of property and indebtedness of each county in California for the year 1911 reports the State rate for Panama-Pacific purposes is five cents on each \$100 valuation. These statistics show that Los Angeles county is more than \$62,000,000 richer in property values than San Francisco county, which stands second on the list. According to these figures, which are official and absolutely reliable, Los Angeles county is almost ten times more valuable than Fresno county, the fifth of the State. The real estate values in Los Angeles county are given as a little more than \$318,000,000, and the total value of property as returned by the auditors \$597,452,518. Added to that is \$9,000,000 railroad assessment.

The county's total indebtedness is only \$2,625,000, and the State and county rate of taxation on each \$100 valuation is 65 cents and \$1.25. There is no other county in the State that has such a low rate of taxation, according to the official statement, with the exception of Mariposa and Plumas counties, neither of which has a State tax and the county tax, in both instances, is but a few cents lower than the combined State and county tax in Los Angeles county.

### Pasadena and Its Suburbs.

#### CITY OF HANDSOME HOMES.

**I**F ONE who had traversed the streets of Pasadena a year ago were to return today and retrace his steps he would find that the city has taken a long stride. There has been great increase in building, street improvements and efficiency of public service of all kinds. Many easterners of means who were accustomed to spend winters in Pasadena have decided that the summers are more delightful than at home and have erected permanent residences here. It would be an endless task to record improvements in detail for they are manifold. Even a hasty examination will show that Pasadena is not only a city of homes and handsome estates—a residential community that has become known from one end of the country to the other—but that it is fast growing in other directions as well. Perhaps the largest single undertaking of the year is the provision for a Polytechnic High School. A bond issue last March provided \$475,000 to carry out this enterprise. Of this amount the board of education has expended \$60,000 for a site—the Rose Villa tract—adjacent to Colorado street, in one of the best parts of the city. Here five buildings of classic design are to be erected. Besides this, a handsome new \$40,000 schoolhouse is building on East Washington street and additional property has been purchased adjoining the grounds of the McKinley school, at the corner of Franklin and Center streets. Two rooms have been added for manual training classes at the Washington school; the Lincoln school has been given a domestic science department, and a new room added to the Andrew Jackson school, while the Columbia school is richer by a kindergarten. A five-acre tract was bought at Los Robles avenue for school purposes, and many other purchases and improvements mark progress in educational lines. In close comparison with the High School as an immense undertaking is the bridge that is to span the Arroyo Seco as a continuation of West Colorado street. It will be built partly by Pasadena and partly by Los Angeles county, and will be a \$200,000 improvement. It will afford a route for automobiles and other road vehicles to the sea without passing through Los Angeles. The preliminary work has been done and Pasadena has provided for her share of the expense with a \$100,000 bond issue. The improvement of Orange Grove avenue between Colorado and Columbia streets is undoubtedly the most conspicuous of any improvement in the city, for it has transformed what was already one of the handsomest avenues in Southern California into a boulevard almost, if not quite, without an equal. With a bitulithic pavement, all wires tucked away out of sight in conduits, magnificent parkings and rows of classic bronze pillars on either side supporting great opaque

electric globes, the thoroughfare, for richness, refinement and artistic beauty cannot be excelled. It is a boulevard that has been built with the greatest care and with unlimited material and skill. Other streets too have received attention. Three pieces of road improvement that stand at the head of a long list are, the paving with oil macadam of California street between Arden Road and Grand avenue; of North Orange Grove avenue between Colorado street and Los Robles avenue, and that of El Molino avenue from Colorado street south to Bonita avenue. The 1910-11 report of City Auditor D. D. Kellogg contains the following figures on street improvements accomplished: Grading 4.2 miles at a cost of \$13,352; oiling, six miles, \$16,971; curbing, twelve miles, \$16,480; gutter, 9.7 miles, \$23,681; sidewalk, 3.3 miles, \$7833; sewer, 13.2 miles, \$45,487. The new storm drain is another improvement. Starting at the south city limits, it extends through and empties into the wash east of Hotel Raymond. With a 30-inch pipe on Walnut street, the drain gradually increases until at the outlet it takes the form of a conduit 7 feet, 7 1/2 inches high, and 9 feet, 7 3/4 inches wide at the widest part. It is constructed of reinforced concrete throughout, and will drain a large section of the city. It is paid for by the creation of an assessment district and is a \$162,800 improvement. Building was active throughout the year. Permits totaled \$1,037,246 for the first six months and exceeded \$1,790,273 in all. The largest single permit was for the new Elks' Home, a \$55,000 building. Many residences have gone up. Among those heading the list of handsome new homes are T. Bradley, house costing \$12,000; E. H. Bragg, \$14,000; Mrs. Cornelia A. Culbertson, \$41,500; S. H. Henry, \$35,000; Paul H. Helm, \$12,445; J. C. Joannes, \$11,000; Hogan Company, \$11,900; Helena Childs, \$12,000; S. E. Newberry, \$10,000; J. M. Hixon, \$20,000; O. P. Bassett, \$10,000; Lucy Count, \$10,000, and G. B. Ellis, \$10,800.

The population of Pasadena, based on the last school census, is estimated by the Board of Trade to be 34,000. There are no saloons in the city; fifty-six churches, twenty-five public schools; eleven banks whose total deposits July 1, last, were \$11,375,641. The assessed valuation of the city is \$47,920,900; it is on the line of three transcontinental railroads; has a public library with 32,000 books and is connected with 1000 miles of electrical interurban railroads. Five patrolmen have been added to the police force within the past year. This department now numbers twenty patrolmen, besides a chief of police, captain, detective and secretary. Two fast motorcycles have been added to the equipment of the department during the year. The fire department is considering the proposition of using automobile apparatus entirely. Additional mail carriers have been added and public service corporations extended. At the city farm an incinerator is to be installed to take care of the city garbage.

#### SOUTH PASADENA.

South Pasadena is near the top among the fastest growing cities in the United States. During the ten years previous to 1910, this city gained 364 per cent. in population. About 300 building permits have been taken out for the year 1911, amounting to \$600,000, an increase of \$100,000 over last year. Among these were the new Ong building, a business block, corner of Fair Oaks avenue and Mission street, \$35,000; Huntington Hall School, \$25,885, and the Orphans' Home addition, \$8060. The balance was for residences, ranging from \$2000 to \$15,000, with more of the better class. The population is between 6000 and 7000. A high school costing \$75,000 and four large grammar schools comprise the excellent educational facilities, with an enrollment of over 1000 pupils, and almost every prominent denomination is represented in the churches of the city. The Women's Improvement Association has a membership of about 200. They plan to build a new clubhouse this year. The Masonic lodge is also planning to build, and a Y. M. C. A. building is in prospect.

A new cut-off for the long line Pacific Electric, meaning a saving in time of twenty minutes to Los Angeles, will give an impetus to the real estate in the west end. A new cement bridge costing \$150,000 is in the course of construction over the Arroyo Seco near the Cawston Ostrich Farm. Plenty of excellent water is furnished by three water companies; there are about forty miles of paved and graded streets and over twenty-five miles of cement sidewalks. There is an excellent street lighting system, and a storm drain constructed at an expense of \$30,000 last year. Two gas and electric companies and two telephone companies compete for local trade, and the Chamber of Commerce has 150 members. The Santa Fe Railway is constructing a two-mile double-track through South Pasadena and four additional passenger trains will be put on this winter. A 20 per cent. increase in express and a 75 per cent. increase in freight traffic, with both passenger and telegraph business doubled during the year, tell a tale of progress.

#### MT. LOWE AND MT. WILSON.

Alpine Tavern, which crowns Mt. Lowe, is to be remodeled this winter at a cost of approximately \$10,000, and numerous other improvements made. The great flat top of Mt. Wilson, 6000 feet above the sea, attracted more trampers, mountaineers, campers and tenderfeet last summer than ever before in its history. The winter is proving almost as busy a season. The trails have been improved. The Carnegie observatory, which occupies a place on the summit of this peak, has been visited by many during the year.

#### ALTADENA AND LAMANDA PARK.

Altadena, which snuggles up to the foothills, and is one of the most charming places in the world to live, is experiencing an unprecedented era of building, foremost of which is the erection of the Altadena

Country Club and the formation of new golf links. The site overlooks the entire San Gabriel Valley. The club has 134 acres of land and expert golfers pronounce the grounds the best in natural advantages and arrangement in the country.

Lamanda Park has been wide awake during the past year and the activities of its citizens are everywhere apparent. The Improvement Committee has installed new sidewalks and improved the new foothill boulevard. There has been considerable building and more is planned.

#### LA CANYADA AND LA CRESCENTA.

Of chief interest in La Canyada is the new county highway building through that section which will probably place the locality on the State highway. Former Senator Frank Flint's new residence is the principal new building, although there was considerable other building during the year.

At La Crescenta both the electric railway companies have been working on surveys and may soon connect the place with Monte Vista. The Devil's Gate bridge was recently raised and the grades of the approaches improved.

### At the City's Gates.

#### GLENDALE.

**I**F YOU will follow an imaginary line drawn six miles directly north of the courthouse of Los Angeles you will come to the southerly boundary of Glendale at an elevation of about 600 feet. "The Jewel City" is one mile north of Los Angeles' northerly boundary line. Glendale's close proximity to Los Angeles in addition to an ideal section for residential purposes, are largely responsible for her remarkable growth during the year just ended. It is estimated that 400 new and beautiful homes, ranging in price from \$1000 to \$7500, have been erected within the present city's limits. During the same period more than \$75,000 worth of business blocks have been constructed, while plans and specifications for a number of other new blocks are now being prepared, to be erected in the very near future. The prospects are that next year will be a record-breaker in the construction of homes. A \$7500 city hall is now in course of construction, and work will start in the near future on a Carnegie Library to cost \$10,000. Three railroads enter Glendale. One is the Salt Lake Company's Verdugo City branch, over which this year's unusually profitable crop of citrus fruit was carried from the valley. The Pacific Electric enters Glendale by way of Brand boulevard. During the past year the traffic on this line has increased to such an extent that the company has been compelled to change from a half-hour to a twenty-minute schedule. This company also runs hourly cars from Los Angeles through Glendale to Burbank, carrying local passengers. There has been a continual growth of the Glendale-Eagle Rock electric line, connecting Glendale at Eagle Rock with the yellow car line, which continues to Los Angeles. This Glendale-Eagle Rock line also conducts a cross-town line connecting the east with the west side of the city.

About five miles of streets were improved during the past year, making about thirty in all, completed at a cost of about \$175,000. The good roads system connecting Glendale with Tropic was finished this year. This system will eventually connect Glendale with Pasadena on the east and Hollywood and the beach towns on the west.

Glendale's population is, according to a census just completed, 5000. A year ago it was 3500 and five years ago 1000. The "West Glendale" section was recently annexed to Glendale, which will add about 1500 to the city's population.

An unusually successful municipal electric lighting plant is one of Glendale's principal assets, erected four years ago at a cost of \$60,000 and now on a paying basis. During the past year nearly 500 electric tungsten street lights have been installed. Gas is supplied the city by the Southern California Gas Company. Glendale has a \$60,000 High School, grammar and intermediate schools and excellent water supply.

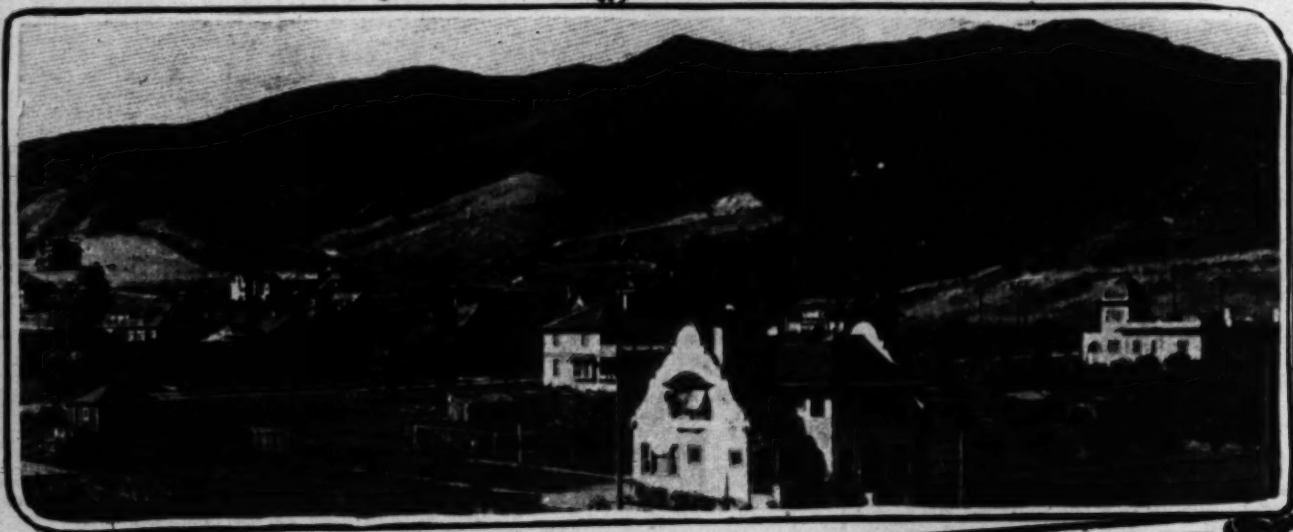
#### EAGLE ROCK.

Four miles and three-quarters by aeroplane and six miles by city electric line from the center of Los Angeles lies Eagle Rock. The Los Angeles Railroad runs cars from Spring street to this beautiful suburb every fifteen minutes. Two years ago there were about a dozen houses in this now thriving residence suburb, but like nearly all Southern California cities prosperity has come and blessed it. The year 1911 opened on a small outlying scattered community, with no definite idea just what the year would bring forth. But houses and business blocks were rapidly erected and by March 1 the place was ready for incorporation as a city of the sixth class. The newly-elected city board went to work to improve it in every way they could and now, only a few brief months having passed, streets have been improved, street lights put in and the great foothill boulevard from the mountains to the sea has been completed, running through the heart of the new suburb. A beautiful white stone bank building has been completed this year, an \$8000 Masonic hall has been built, new business houses have been added, and by actual count fifty-five new residences have been built since last January ranging in price from \$1000 to \$20,000. No building companies have erected these for sale; all have been built by the owners and are occupied by them. One hundred and twenty-five thousand dollars has been spent this year in building residences and \$100,000 on street improvements. Eagle Rock is the new home of the Occidental College, which will begin the erection of the new buildings January 1, 1912.



# VIEWS IN HOLLYWOOD.

## A TYPICAL FOOTHILL SUBURB.





## At the City's Gates.

(CONTINUED FROM PAGE 100.)

### BURBANK.

The Burbank rancher, the new arrival and the tourist alike opened their eyes with gratification and not a little surprise when the first trolley car clanged its way September 23 into and through the heart of this city, incorporated but a little over a month. This line was the greatest step for advancement ever taken by the city. Burbank was incorporated on July 8 by a large majority, and since that time the city fathers have created many laws which tend for its betterment. A Chamber of Commerce has just been organized and is the booster organization of the city. A hundred new homes have been erected in Burbank during the past year. These homes average in price about \$3000 and run as high as \$5000. The Burbank Bank has just completed a brick block at the cost of \$6000, and has just been reorganized under the title of the Burbank National and State Bank, both sections of the bank being conducted by the same officers. The Burbank block has been recently remodeled at a cost of \$5000 and plans for several new blocks are now being prepared. During the past year the good roads system was completed through this place. Work on the improvement of the cross streets and the installing of sidewalks and curbs is now in progress. School facilities have been greatly improved during the past year. In the new \$34,000 High School domestic science and sloyd departments have been added, and in the grammar school sanitary improvements at a cost of \$1600. Burbank is ten miles north of Los Angeles, is known as the Panorama City, and is just beginning to grow.

### TROPICO.

Incorporation, which took place at Tropico last February, was the note which awakened the sleeping residents to activity and filled them with a desire for a better city. Since that time many improvements have taken place, large tracts have been subdivided and a hundred or more homes have been erected. The Japanese who until recently have conducted vegetable gardens on the western part of the valley, have been given notice their leases will not be renewed—the ground has become too valuable for that industry and will soon be subdivided into home sites. The homes built during the past twelve months have been of a very good class, ranging from \$1500 to \$6000, all being modern and beautiful. The lands which several years ago and even early in this year were used to cultivate the "Tropico Beauty" strawberry, have been subdivided and are now the sites of beautiful homes.

In the business section there has been a wonderful amount of activity. As many as half a dozen new business houses have been completed, among them being a handsome two-story, four-storeroom brick block costing about \$12,000. The Tropico Block, a two-story brick structure containing four storerooms on the main floor with a hotel of forty rooms above, was finished early in the year and for months has been filled to its capacity. This block cost about \$15,000. Tropico has, during the past year, been given a twenty-minute electric car service over the Pacific Electric to Los Angeles instead of a half-hour service which was maintained previously. Since given the legal power to act the city fathers have been busy ordering in street work and planning for the betterment of the city. Steps are being taken to secure an electric street lighting service and also a modern fire-fighting department. Several miles of the good roads system passing through Tropico were completed this year. Tropico is a city of homes and is thriving.

## Between the City and the Sea.

### INGLEWOOD.

INGLEWOOD, connected with Los Angeles by the Los Angeles Railway line, profited much during the year by the widening of the gauge of the road taken over early in the season from Huntington. This resulted in a betterment of the car service and the consequent upbuilding of the suburbs as well as the central portions of the city. With a population of at least 2500 distributed throughout the city proper or in the suburbs immediately tributary, the building of new homes is constant. The building season never ends and as fast as new bungalows are completed they are occupied by prosperous families of the contented newcomer. The chicken industry is an expanding one, while market gardening returns many thousands of dollars each year to the owners of small tracts. The industrial interests continue to be thoroughly represented in the brick manufacturing plants. One of the achievements of the year was the piping of fuel and illuminating gas throughout the city. There was an extension of the electric lighting system and the city is today perhaps as well lighted as any other sixth class city in the southern end of the State. In the elementary school district the year was made memorable by the erection of a handsome grammar grade building. The establishment of a national bank denotes the stability of the financial fabric and denotes the continued growth and prosperity of the city. The city is connected with the beaches of Santa Monica Bay by the electrified Santa Fe line, which is operated as a standard gauge by the Pacific Electric, that division having also been taken over by the Southern Pacific's Pacific Electric along with the Sherman and Clark lines. Plans are said to be in the process of the development of a passenger service on this line, which is now devoted exclusively to the handling of freight from direct Santa Fe connection with the seacoast.

### MONETA.

One of the most flourishing industries in the vicinity of Moneta is the production of strawberries. Hundreds of acres are devoted to their culture and in the heaviest shipping season, which extends from

April until August, the daily shipments run into the carloads. Dairying and chicken farming add not a little to the resources of the flourishing community, while alfalfa, garden truck and fruit contribute to the opportunity for gaining more than a livelihood. The number of new homes built during the year is proof that the crops grown are productive and that there is a constant increase in the permanent population.

### PALMS.

The year was one of development for Palms, the quiet home spot on the Santa Monica air line, midway between Los Angeles and the beach. It is also on the trolley road that reaches the beach by way of Venice. The activities of the year just ended consisted in the subdivision of large acreage tracts, heretofore devoted to agriculture, and their conversion into home sites. To the east, near Ivy, and along the Washington boulevard the subdividers were busy, and as a consequence many new homes have been added to the permanent attractions of the urban community, which is served by three rural mail route carriers who make daily trips almost as far west as tide Water at Venice. Schools of the very best and churches of several denominations make the community one of the most desirable residential sections in a valley of rich soil, abundant water of good quality and a mild summer and winter climate that is incomparable. Gardening and dairying are among the principal industries, while beans, lemons and other fruits are raised in abundance.

### GARDENA.

While Gardena spells garden and in Southern California the well watered and intelligently tilled garden spot spells prosperity, yet the resourceful Gardena section spells even more. With diversified farming, and that intensified, it has been demonstrated that a home and plenty is afforded by each acre. Strawberries are one of the big assets, although the chicken is to be reckoned with as one of the acknowledged wealth producers. Water is everywhere in abundance, pasturage is superior, land is still cheap and necessarily dairying is one of the leading industries. Small fruit and market gardening are becoming more general as time passes and the larger holdings are subdivided. Alfalfa and barley are chief among the general farm products. The growth of the city keeps pace with the advancement of the surrounding agricultural, garden and small fruit holdings, new houses of the homey, comfortable sort dotting the landscape in every direction.

### CLEARWATER.

The development of the sugar beet industry and the extension of the market garden industry were responsible for considerable advancement in the vicinity of Clearwater during the year. The building of the Long Beach-Downey division of the county's boulevard, built under the good roads bond issue, has served to bring the community in closer touch with both seacoast and Los Angeles. It has cemented relations with Hynes and other nearby communities. There were numerous accessions to the permanent population during the year and several modern cottages and ranch homes were built. Good profits were realized by growers and yields were good in all branches of diversified and intensified agriculture.

### COMPTON.

Compton has the distinction of being the oldest town in Southern California. Among the substantial improvements of the year are the \$20,000 Methodist Church, extensive additions to the shops at the High School, installation of sloyd and sewing in the grammar school, a clubhouse for the Woman's League, the first one built in the State. The Masonic fraternity has under construction a very convenient and commodious temple; the Pathfinders' Club, the pioneer woman's club of this locality, is building a swell clubhouse. Besides all of these public improvements tasty residences have sprung up here and there adding to the general appearance of prosperity. The surrounding country, which a few years ago was considered the choicest of dairying districts, has so radically changed that it is difficult to get alfalfa enough for the family cow. Instead, sugar beets are grown by the trainload, yielding as high as twenty tons of 27 per cent. beets per acre. Land sells for from \$600 to \$800 per acre and will produce an annual income of from \$100 to \$125 per acre. But little land is for sale and a general spirit of prosperity prevails.

### FLORENCE.

Two hundred and fifty homes built during the year is the record of substantial growth shown by the clean little city of Florence. With abundance of good water and an ideal soil for small fruits and vegetables the outlying districts are greatly in demand for small ranches, from which immense quantities of these products find their way to the Los Angeles markets. The excellent school and church accommodations together with the quick transportation makes this locality one of the finest for near-in suburban residences. The walnut crop alone this year amounted to 125 tons. Apples and peaches yield a splendid crop of the most luscious fruit. Florence avenue, a part of the good roads system of the county, leads in a straight line to the sea at Santa Monica while the Long Beach boulevard skirts the city on the east.

### WATTS.

Watts is on the map with a big dot. A person who has not been there for a year would hardly know the place. Instead of the "31 down and \$1 a week" appearance, it has developed such substantial improvements as a brick schoolhouse worth \$25,000, gas, electric lights, paved streets, an additional electric line, brick business blocks and fine residences. With its magnificent car service furnished by five lines of through cars besides a local service, Watts is recognized as one of the choicest of the suburban residence sections and is appreciated by the city tradesmen.

### HYNES.

Hyges has received during the year a number of new home makers, who were attracted by the moderate price asked for fertile lands readily accessible to markets and provided with adequate transportation facilities. Several cozy new bungalows have been erected during the year. Real estate has shown marked activity, with values ranging steadily upward. Hynes is in the artesian belt and a good flow of water is found at no great depth. Dairying, market gardening, the production of alfalfa, the growth of sugar beets, small fruit and chicken ranching are among the principal industries.

### HUNTINGTON PARK.

The destruction by fire in September of the splendid Polytechnic High School building at this thriving suburb of Los Angeles was a blow to the residents of that section but they quickly rallied to the situation, put up tents for the temporary accommodation of the students, and a new building will soon rise from the ashes of the other. The automobile boulevard leading from Los Angeles to Long Beach passes through Huntington Park and a splendid street car service puts it within twenty minutes of the heart of the metropolis.

## San Gabriel—Pomona Valleys.

### POMONA.

WITH building permits issued to the amount of \$750,000 during 1911, which includes the \$75,000 business block of the Pomona Investment Company, a \$30,000 operahouse, a \$30,000 addition to the Pomona Fruit Growers' Exchange packing-house and scores of new residences in all parts of the city, notably in Ganesha Park, Antonio Heights, San Grande and Hawthorne tracts, the growth of Pomona continues steady and substantial. The total deposits of the four banks aggregate \$2,750,000; the assessed property valuation is now \$4,500,000 and there are good prospects of the early connection of this city with Los Angeles by the Pacific Electric lines. Because of the rapid growth of the city the \$15,000 Carnegie Library building erected in 1901 has become entirely too small and Mr. Carnegie has just given \$10,000 additional to extend and enlarge the building. The population of Pomona is now estimated at 12,000 and there are about 2500 pupils in the public schools, while \$200,000 bonds are about to be voted for additional school sites and buildings. Thousands of dollars are being expended annually in street paving, the building of cement sidewalks and curbs and the improvement and construction of parks. Much work has been done toward beautifying Ganesha Park, of sixty acres, the city's most valuable natural asset. The Capitol Grocery and the Brubaker blocks the Pomona Investment Company's building and a large \$9000 brick garage adjoining the new operahouse site are the newest buildings, and plans are ready for a \$75,000 commercial hotel. The Consolidated Water Company is preparing to erect a two-story office building and Pomona's two building and loan associations are growing rapidly. The business of the postoffice and two railroads has increased greatly over any previous year. The citrus fruit growers of Pomona Valley have received about \$3,000,000 for their crops this year.

### SPADRA-PUENTE.

There has been grown in the little community of Spadra, the oldest settlement in Pomona Valley, during 1911, on the Phillips, Hicks, Fryer, Green, Wix and Currier ranches about 2000 tons of hay for the Los Angeles market. Several new ranch houses have been built and work on the oil well of the Nogales Oil Company is progressing with favorable indications of success. If oil is struck in paying quantity, the boring of wells will be commenced on several Spadra properties at once. The fine county roadway completed through Spadra and on to Puente is the means of bringing much traffic through these towns. Puente, for years a sleepy little village, has had an awakening and now much of the rich land replete about is being bought by farmers, fruit trees planted and the soil tilled. The property of the Cross Land Company, in which the Hellmans are interested, is being subdivided and sold. New ranch houses are being built and the First National Bank of Puente, a new institution, is doing a successful business in a neat, fire proof building of its own.

### SIERRA MADRE.

This pretty little foothill town is a favorite residence suburb of Los Angeles, perched on a height commanding a magnificent view of the San Gabriel Valley. It is the gateway through which thousands of campers and mountain climbers annually pass on their way to Mount Wilson or to Carter's Camp. It is connected with Los Angeles by trolley, and the 2100 acres which comprise the townsite are subdivided into villa residence lots which are most attractive.

### ALHAMBRA AND SAN GABRIEL.

Alhambra, which is shown by the last census to be the seventh city in population in Los Angeles county, is situated three miles east of Los Angeles. Progress along industrial, commercial and municipal lines during the past year has been steady. Bonds to the amount of \$115,000 were voted for school purposes, of which \$55,000 was for the purpose of adding five acres to the present High School property and installing courses in domestic science and manual arts, and \$60,000 for building a primary school. Four new business blocks were built, the C. E. Stieffer building costing \$12,000; the B. H. McDonald building, costing \$6000; the Alhambra Construction Company's building, costing \$10,000, and the new home of the National Bank of Alhambra, which cost \$45,000. The Alhambra Hotel was completed at a cost of \$17,000. Building permits issued during the year were 276, amounting to \$518,100. Street improvements have averaged about a mile each month, twelve miles of roadway



being completed at a cost of \$134,550, and twenty-four miles of cement sidewalks, curbs and gutters were laid at a cost of \$102,850. While many of the orange orchards of Alhambra have been subdivided and there is a lesser acreage devoted to orange culture, there were 810 carloads of oranges shipped from Alhambra during the past year. There is every probability that the city will soon own its water supply, as a committee from the Board of City Trustees and the Alhambra Board of Trade is investigating the matter with this end in view. The assessed valuation of the city is \$4,823,600.

#### SAN GABRIEL.

San Gabriel, which adjoins Alhambra on the east, takes its name from the historic old San Gabriel Mission. The past year has seen rapid development of the berry and egg business, no less than 100 tons of strawberries and about the same amount of eggs having been shipped from this place during this time. There were also 75 carloads of oranges and twenty-two carloads of wine shipped.

#### ASUSA.

During 1911 Asusa has spent \$40,000 on five miles of good roads within her limits; graded and clayed twenty-four blocks of street, put down 10,000 feet of cement walks and curbs, spent \$1500 on her park, built many residences, a garage costing \$3500, a Methodist Episcopal church costing \$10,000; spent \$6000 on the buildings and grounds of the High School, improved several of her business blocks, and secured a postal savings bank. The Baptists have refurnished their church, the Presbyterians have installed a \$2500 pipe organ; the library has added 535 books, increased its circulation by 836 volumes and its readers by 798. About \$1700, raised by subscription, has been expended in making a permanent road to the resorts in the San Gabriel Canyon; to this the county has added liberally, and a promise has been secured from the Supervisors that the work will be continued until the road is satisfactorily completed, when the canyon—one of Asusa's greatest assets—will be within easy reach of all. Travel and height have increased 10 per cent.; the banks are in a first-class condition; more than 1000 carloads of citrus fruit have been shipped and the fruit prospects for the coming year are fine.

#### EL MONTE.

With a broad road of macadam connecting the town with Los Angeles, built by the county from the "good roads" fund, which opens up one of the finest scenic drives in the southern part of the State, El Monte entertains each day a stream of automobile folk, who enjoy the spin through the oldest walnut section in the State. This new boulevard connects the town with the newly-planted walnut section of Puente and West Covina. The distillate engine and deep-well pump have done much in the past year to develop lands that hitherto have been planted to barley. Over 3000 acres on the south of El Monte have been brought into vegetable and walnut cultivation through the development of water.

#### COVINA.

"Water wizardry" tells the story in two words of the development that has been under way in Covina Valley in the last twelve months. The Covina Irrigating Company has been working, not with the old divining rod of the Bible or the willow stick to charm water from the earth, but with wands of steel and steam. A great plant at Baldwin Park, costing \$150,000, has been built during the summer, and is boosting 250 California miner's inches of water from the plant to the reservoir on San Bernardino Heights, four miles distant. Twenty private wells have been put in by ranchers. This water development augments the purity water flow from the San Gabriel canyon and irrigates 12,000 acres of oranges. The city of Covina has been engaged in "boosting from the inside," and as a result has laid down all the principal streets in asphalt and macadam. Citrus avenue cost \$38,000. The latest street to be accepted is Badillo avenue, and College and Orange streets are in process of construction. The Chamber of Commerce has entered on its third year of activity, with George Griffith as president. The "good roads" construction by the county has linked Covina with Los Angeles by a macadam highway, both on the south and west. Six hundred acres on the south of Covina has been brought into orange culture through the sinking of new wells. The 6-year-old walnut trees of West Covina, of which there are 5000 acres, have just come into real bearing, and an association shipping plant is to be built the coming year. The orange shipments for the season of December, 1910-11, from the Covina district total 928,128 boxes, or 2332 carloads.

#### CLAREMONT.

Claremont is the home of Pomona College, which institution has started upon the most prosperous year of its history. Its heavy endowment fund is a guarantee of its future success. Claremont is not only known as an important educational center, but has now become a thriving center in the orange industry. Last season 1500 carloads of oranges were shipped from the Claremont groves. The growers received approximately \$1,500,000 for the same. In order to facilitate the shipments another packing-house has been erected by the El Camino Orange Growers' Association. This association, recently organized, comprises growers located south of the Santa Fe. The new packing-house is designed on the mission style of architecture and will be one of the most attractive in Southern California. A new \$75,000 High School building has been erected on the Foothill boulevard from plans designed by Architect R. H. For. A new business block has been built by E. F. For, a local capitalist, and cost over \$10,000. Part of this has been leased by the Federal government for a postoffice. "Ye Claremont Inn," the mecca for tourists, as well as the rendezvous for auto parties, has been enlarged and improved in order to keep pace with the demands of its high-class patronage. The interurban railway, connecting Claremont with the neighboring towns of Ontario, Pomona and Up-

land, has enjoyed a most prosperous year. Its business has far exceeded the expectations of its promoters, having been a financial success from the start. The Foothill boulevard, built under the good roads bond issue of this county, has been completed to Claremont and is an immense help to the ranchers of this district.

#### SAN DIMAS.

San Dimas is now on the map of the Pacific Electric Railway, which line has been opened through during the past year as an extension from Covina. A new depot is being built at the San Dimas avenue crossing. The new macadamized boulevard, under the good roads bond issue, is laid through the entire length of San Dimas and Charter Oak, extending from Covina on the west as far as Lordsburg on the east. This also connects with the Foothill boulevard by way of San Dimas avenue, and this district will now enjoy the best of roads. San Dimas capitalists are planning to erect a large tourist hotel. Last December fire destroyed the large packing-house of the San Dimas Orange Growers' Association, sadly crippling the shipping facilities of the growers, but in an incredibly short time a new packing-house was erected and fully equipped with modern machinery, and is ready for the largest business in the history of San Dimas. Over 1000 carloads of oranges and lemons will be shipped from this point the coming season. San Dimas also has the largest lemon packing-house in the world. During the past year the Johnstone block has been erected at a cost of \$27,000 and a part of this building has been leased for the post office. The Neher Block, a modern fireproof reinforced concrete building, has been built. The Methodist Episcopal congregation have built an addition to their church, and the Christian Church has accepted the plans for a \$20,000 structure to be built this winter. Much unimproved acreage has been bought and subdivided for residence purposes and during the past year forty new homes have been built in this district.

#### LORDSBURG-LA VERNE.

Lordsburg is fast coming to the front as one of the most progressive little towns in this valley. The population of Lordsburg has increased 40 per cent. in two years. It has recently erected its own municipal water works, which have been equipped at an expense of \$40,000. During the past year fifty new homes have been built in Lordsburg. There are now two banks here, with \$150,000 on deposit. Ten miles of cement sidewalks have been laid during the past year. H. L. Kuna, a local capitalist, has deeded two acres to the city of Lordsburg for a public park. Lordsburg College now has 125 students. A new Methodist church has been erected at a cost of \$15,000.

#### GLENDORA.

More than fifty dwelling houses have been built, ranging in price from \$1000 to \$5000, in Glendora during the year. Three new and substantial business blocks and several offices have gone up and there is now in course of construction an elegant two-story business block with a street frontage of 75 feet. The Foothill boulevard has been completed and it is certain that it will become an integral part of the great system of highways to be built by the State, out of the \$18,000,000 bond issue. Of special interest is the fact that Glendora is now a city of the sixth class, with a population of 1735, the people by a large majority having voted to incorporate last October. Conservatively estimated, there are 4200 acres set to citrus fruits, all in fine bearing condition except approximately 1200 acres of young trees, 200 of which were planted last year. During the season just closed, 1736 cars of citrus fruit were marketed from the Glendora district—250 of lemons, 850 of navel oranges and the balance Valencia. This represents an increase of 40 per cent. over the output of last year. New wells have been sunk and pumps installed at an outlay exceeding \$70,000 by the three principal water companies.

#### MONROVIA.

Monrovia is a city of homes and fruitful orchards. Last season 400 cars of oranges and lemons were shipped. With three lines of railroad communication residents of this foothill section are able to enjoy the advantages of Los Angeles and at the same time have the benefits of rural life. With an actual population of 5000, a progressive Board of Trade, a splendid school system, 30 miles of paved streets, a public library housed in a Carnegie building; churches, fraternal orders, a woman's club which owns its artistic building; with postal delivery inaugurated last September, Monrovia stands in the front rank of progressive places. The handsome new Hotel Volmer, with accommodations for 100 guests, opened December 1. Contracts for three fine new business blocks and many houses have been let during the past few months. The \$30,000 Methodist Church has just been completed and a High School building was erected during the summer at a cost of \$80,000. Domestic science and manual training have been added to the course and the necessary buildings put up and equipped. A modern sewer system is being installed, two of the main thoroughfares are being graded and oiled to form the connecting link with country roads, and Falling Leaf avenue, which is an extension of Huntington boulevard, is being repaired at a cost of \$30,000. A novel feature of Monrovia's road building is the canyon automobile road being built by voluntary labor. Through shady, cool Monrovia Canyon this pathway will lead to one of nature's rare playgrounds.

#### ARCADIA-DUARTE.

Arcadia bids fair to become a modern Utopia. The fertile acres of Rancho la Puente and Santa Anita have been thrown open to purchasers, inviting market gardeners and orchardists to locate there in large numbers; and vast gardens, walnut groves and citrus orchards make a splendid background for the young city. New homes dot even the more remote

tracts and 100 acres have been set to orange trees the past year. Two graded schools provide educational facilities and two churches have been organized. The lands of the Baldwin estate are given skillful care and everywhere shaded, well-kept roads are the rule.

Duarte represents one of the restricted districts of highly cultivated land perfectly adapted to citrus fruits. Shipments of 800 carloads of oranges were sent forward last season and the fruit was of such a high class and commanded such an excellent price that scarcely a grower has an acre of land for sale. On the frostless foothills of Duarte is located the oldest avocado orchard in Southern California. Duarte has handsome new school buildings, many social and literary societies, a central church and beautiful rural homes embowered in orange groves. It is a spot that Goethe must have dreamed of when he wrote:

"Knowest thou the land where the citron blows,  
Where the bright orange midst the foliage glows?"

### Cahuenga Valley.

#### HOLLYWOOD.

METROPOLITAN airs were added to Hollywood, the favorite Los Angeles foothill suburb, through the annexation of the 7-year-old sixth-class city to the city of Los Angeles. With the consummation of the project of merging the lesser into the larger came the benefits of city mail delivery, police and fire protection and the ordinary benefits that accrue when annexation is accomplished. With the abolition of a separate municipality there was a simplification and an impetus that has pushed Hollywood steadily forward throughout the year. There has been no abatement of the street improvement campaign and the miles of paved streets run so high here that Hollywood easily takes first place among Southern California communities of similar size. The building campaign kept steady pace with the other elements of progress, more than \$500,000 having been expended during the first ten months of the year in private improvements alone. For the most part handsome residences go to make this comfortable figure, although one of the accomplishments of the year was the building of one of the finest business blocks in the town. The completion of the \$100,000 group of Polytechnic High School buildings was the event of the year, while the expenditure of \$30,000 for a third elementary school building came in as a good second. The High School maintains fourteen special departments, all equipped with modern apparatus, and has a teaching corps of twenty-five efficient instructors. Science, art, mechanics and domestic science are taught along with the ordinary branches, while there is a commodious auditorium and thoroughly equipped gymnasium and a campus consisting of twelve acres. The school for girls and the Academy of the Immaculate Heart are prosperous educational institutions. The several religious denominations are represented by handsome churches and large congregations. Trolley car fare has been reduced to a fraction over six cents, when books are purchased, and a concerted effort is being made to secure a five-cent open fare. Being in the frostless belt, with altitude ranging from 400 to 800 feet, fruits, flowers and vegetables flourish the year round. Hollywood is essentially a high-class residence section with no saloons.

#### EAST AND SOUTH HOLLYWOOD.

These thriving residential districts have lost nothing of neighborhood or community distinction through annexation to Los Angeles. Both are growing and developing along broad lines under the protecting wing of municipal regulations. Besides many new homes built during the year, several important public buildings have been added. A handsome new Catholic Church of Roman architecture has been built and ground broken for the new Children's Hospital, at the corner of Vermont avenue and Sunset boulevard. The Protestant Orphans' Home was completed last September and the Bible Academy, a thriving institution, has been opened during the year. The Board of Trade has asked for an extension of the West Temple street car line to Prospect Park.

#### COLEGROVE.

Though annexed to Los Angeles during the year, Colegrove has lost none of its individuality, while gaining the city delivery of mail, increased protection from loss by fire and better police and street supervision. New homes are being erected everywhere throughout the city, electric car service is improved and the promises are for a five-cent fare to the city. The acre subdivisionists have continued to make inroads upon the lemon groves, but there remain a sufficient number of orchards tributary to the warehouse to make the local packing-house a success and shipments of carload lots to the eastern markets continue throughout the season, with satisfactory returns to the growers. Colegrove is on the division of the Pacific Electric trolley line which passes via Crescent Junction and Sherman to Santa Monica.

#### SHERMAN.

Just west of Hollywood and east of Beverly, on the Hollywood division of the Pacific Electric's trolley line to the sea and on the direct route of the foothill boulevard leading from the citrus belt to the ocean, sits Sherman, the site of the barns and shops of the electric road and the home terminus for many of the motormen, conductors and train crews. Many improvements were made during the year, but perhaps the one of most importance was the introduction of gas, which is piped from Los Angeles for domestic purposes. Throughout the town dozens of new cottages were erected during the summer, and it is notable that the type of the newer of the bungalows is a marked improvement over that of preceding years. The main streets are lighted by incandescent lamps, the sidewalks are of concrete and the streets



-- AN --  
ANTELOPE VALLEY  
TURKEY FARM









## Cahuenga Valley.

(CONTINUED FROM PAGE 103.)

are lined with shade trees. Being in the frostless belt, the semi-tropical fruits are produced here with success and gardening pays during twelve months of the year.

### SAWTELLE.

The last census gave Sawtelle a population of 2143, but there has been a material increase since the official count was taken in the spring of 1910. It is a city of the sixth class, with paved streets, fire department, electric lights, and during the year just closed gas was added to its public utilities. There is an abundance of water, the soil is deep and rich and the climate so near perfection that anything which will flourish in any other frostless belt does well here. This explains the presence of so many market gardeners and small fruit farmers in the vicinity of Sawtelle. There are numerous acreage tracts within the city limits and home builders were busy throughout the summer. The city tax collections amount to \$7500 per annum for the running expenses of the city and property owners pride themselves that they have one of the best and most economically governed cities of its class in the State. The entire Soldiers' Home with its 3000 veterans is tributary to Sawtelle and the city is backed by hundreds of acres of bean and barley fields and other acres of fruit and walnut orchards.

### BEVERLY.

Midway between Sawtelle and Sherman, on the Pacific Electric's main trolley line from Los Angeles to the sea at Santa Monica and on the foothill route via Hollywood is Beverly. It is also on the Wilshire boulevard route and the foothills boulevard, both running to the ocean from Los Angeles and Pasadena, respectively. Near Beverly is the recently finished clubhouse of the Los Angeles Country Club, and here are the golf links. Nearing completion on a hill overlooking the valley, the city of Los Angeles in the distance and the sea to the west, is a handsome tourist hotel of generous proportions. Dotting the hills on every side are magnificent country homes, while in the canyon of the foothills is Beverly Glen, the summer home of campers. The streets are wide and ornamented with shade trees, while flowers and shrubs add a touch of tropical splendor to the scene. Central Park, near the trolley station, is one of the show places. Winding drives lead into the canyons past the palatial homes with their ample grounds.

### BRENTWOOD PARK.

Brentwood Park is a high-class urban residence subdivision laid out along broad lines and occupies a slightly location on the mesa west of the Soldiers' Home on the boulevard and trolley line running to the Palisades and sea at Santa Monica. Lots are large and the beauty of the tract lies in the work of the landscape architect. Brentwood sprang into prominence two years ago, when it was viewed for the first time by capitalists who witnessed the first Santa Monica road races from a vantage point in the park. They bought the entire holding, so favorably impressed were they with the place, and since that day the development plans have been pushed, many handsome homes having been built each year. Closely connected with Los Angeles via Wilshire boulevard and with Santa Monica by way of either San Vicente or Nevada avenue. Brentwood is becoming the favorite home spot for the resident who is an automobile enthusiast.

### WESTGATE.

At the west gate of the Soldiers' Home, at the east gate of Brentwood Park, midway between the Los Angeles Country Club at Beverly and the sea at Santa Monica, sits Westgate, a delightful suburban community of handsome homes on acre and half-acre sites. Reached by the trolley cars of the Pacific Electric's scenic Palisades route to Santa Monica and on the famous San Vicente boulevard, which connects directly with Wilshire boulevard and Los Angeles, the future of Westgate as an urban residential district is bright. Many new homes were built during the year. The shade trees, flowering shrubs, fruit trees and flowers planted during the past few years are now making a handsome showing and the subdivision is in many ways unusually attractive.

## Whittier and Los Nietos Valley

### WHITTIER.

NO CITY in the West can boast of more wonderful resources than the Quaker town of Whittier, a city of about 6000 population founded twenty-four years ago by a colony of Friends, and located fourteen miles from Los Angeles on the slope of the Puente Hills overlooking the Los Nietos and San Gabriel valleys.

With thirty-five miles of oiled-macadam streets and cement sidewalks, a college, High School and three of the best-equipped public school buildings, a municipal water plant that cost \$175,000, a complete sewer system built at a cost of \$110,000, an educational center free from saloons, no city could offer more or better inducements to the home-seeker than this. The country around Whittier is unequalled for orange, lemon and walnut growing.

Whittier has a State pathological laboratory which cost \$30,000, a Polytechnic High School recently completed at a cost of \$150,000; a college costing \$225,000; a State Industrial school that cost \$500,000, and a public library which cost \$25,000. The bank deposits amount to \$2,000,000 and the total income from the oranges, lemons, walnuts, oil and vegetables is nearly \$3,000,000. The property valuation for 1911 is about \$12,000,000. Whittier is reached by the Pacific Electric, Southern Pacific and Salt Lake Railroads.

### EAST WHITTIER.

Most of the oranges and lemons of this district are grown in East Whittier, a frostless belt on the southern slope of the Puente range of hills, joining the town proper on the east and south. Two of the largest lemon groves in the world are located here. Although a citrus district, considerable attention is paid to English walnut and winter vegetable growing, and several million barrels of crude oil are produced in the Puente and Coyote hills annually.

### RIVERA AND LOS NIETOS.

The town of Rivera, located five miles west of Whittier on the Pacific Electric and Santa Fe Railroads, is in the center of the oldest walnut growing district in Southern California, many of the groves ranging from fifteen to thirty-five years old. Although a greater part of the territory around Rivera is planted to walnuts in recent years its value as an orange growing district has been discovered and many of the older walnut groves are being transplanted to Valencia oranges. This section boasts of the finest water supply in the Southwest, and the soil is a rich sandy loam. The town is lighted with electricity, has a bank, two schoolhouses and three churches and nearly every line of mercantile business is represented here.

Rivera and Los Nietos are the chief shipping points for all the walnuts grown in the Whittier, Rivera and Rancho districts, and practically all the oil produced in the Whittier fields is loaded and shipped from Los Nietos, and several tank farms for storing oil are located here. Being a railroad center Los Nietos is fast growing into a shipping and manufacturing center. The population is about 500, made up mostly of people employed on the railroads and in the surrounding orchards.

### DOWNEY.

The town of Downey, located about twelve miles from Los Angeles on the Southern Pacific Railroad, is one of the oldest towns in the Los Nietos Valley and is in the center of a farming, dairying and poultry-raising district. The town has a population of over 2000, but is scattered over a large territory. Some of the largest dairies in the Southwest are located here, while a great deal of the country is made up of walnut and apple orchards and vineyards, and considerable attention is given to deciduous fruit growing. Downey has a High School, two public schools, an electric lighting and telephone system and two banks.

### ARTESIA.

"There is but one knocker in Artesia, and her name is Opportunity," is the motto of that bustling little city on the Pacific Electric half way between Los Angeles and Santa Ana. Artesia is in the center of the greatest artesian basin in the State, and is well named "The Land of Flowing Wells." Sugar beets, alfalfa and grapes grow here to perfection and over six tons of milk are shipped to Los Angeles daily. During the past year a \$20,000 brick grammar school has been erected and over \$500,000 spent in buildings. The town is growing very rapidly and offers many inducements to persons seeking business locations.

### NORWALK.

Norwalk is situated about four miles north of Artesia and is the center of an extensive sugar beet-growing industry. It is on the Southern Pacific Railway and has made substantial progress the past year. Bonds have been voted for a High School building to cost approximately \$35,000 and a number of modern residences have been erected. Norwalk is the pumping station for the Union Oil Company and hundreds of carloads of sugar beets are shipped from this point yearly. Good land can be had here for \$400 per acre and products can be grown to pay a splendid per cent. of profit on that price.

## Soldiers' Home.

AT THIS place, officially known as "The Pacific Branch, National Home for Disabled Volunteer Soldiers," there was expended, under three general heads, during the year just ended, nearly \$1,000,000. From the pension fund, \$560,116.12; general fund—that appropriated by Congress for the home's maintenance—\$358,587.15; and from the post fund, \$41,700.11. A total of \$960,403.38.

Of the more important operations under construction and repairs at the home during the year, all of which are completed or are nearing completion, may be mentioned the erection of two cottages for officers' quarters, \$5400; steam conduit from barracks "K" to power-house, \$3500; a water-softening plant, \$6000; changing radiation system in five barracks, \$2675; repainting interiors of lavatories and toilet rooms, \$850; adding dormitory to second story of bakery, \$1385; repairing and painting roofs of chapel and other buildings, \$598; repairing and painting roofs of six barracks, \$1870; furnishing and installing additional machinery in laundry, \$1135; constructing and piping steam conduit from power-house to laundry, \$1135; constructing and piping steam conduit from power-house to barracks "L," \$1012; furnishing and installing 200-horse-power Sterling tube boiler in power-house, \$1969; installing steam coffee roaster in general mess kitchen, \$670; erection of tuberculosis ward building, \$7710; to construction of fountain near library building, \$4500. All of which, together with a number of minor items of repairs, were matters of contract.

In order to keep up with repairs it has occasionally been found necessary to augment the regular pay schedule with a force of temporary employees, and with these a number of operations ordinarily performed under contract have resulted. The old and unreliable wooden telephone poles conveying wires from the home's "central" in every direction throughout the home were replaced by the more graceful

triangular iron poles during the year, and oiled road and paths were all resurfaced by home labor.

Special estimates for construction amounting to \$70,500, which are included in estimates for the fiscal year, and which, approved by the board of managers and by that body submitted for action by Congress, include the following: Remodeling of the hospital, furnishing and installing a purification tank for disposal of sewage, repairs to several barracks, increase and improvement of water supply, cement curbing and gutters on roadway, furnishing elevator in the convalescent barracks.

Revenues of the post fund are derived chiefly from sales in the post store and receipts of the hotel, supplying constantly stock in the former, together with expenses incidental to amusements provided from this fund and for services, leaves at any time a trifling balance therein. During the past year there was expended from that fund the sum of \$60,000 of which \$4200 was for services, and \$5800 for moving picture shows and other entertainments—holding the weekly baseball games.

Under the head "Subsistence" there was expended during the year the sum of \$108,397.77, from which here are a few of the purchases that were provided for the veteran table: 373,964 pounds of fresh beef, 47,851 pounds of ham and, to afford variety, proportionate quantities of veal, mutton, pork, sausage, head cheese, and on special occasions poultry. Fresh fish, 24,000 pounds; codfish, 13,000; of fee, 63,414; sugar, 117,000; potatoes, 611,191; fat 949,960, and large quantities of other varieties of cereals.

The farm garden and orchard at this home, as learned from "consolidated reports" of all the tract homes, provides for its tables fresh fruit and vegetables in quantities greatly exceeding that furnished in any other branch of the National Home. The garden, which now covers nearly thirty acres, provided for the home's consumption in the past year, but 24,699 pounds; cabbage, 16,945; carrots, 15,000; chard, 7826; lettuce, 4624; onions, 13,780; parsley, 7882; pumpkins, 11,610; radishes, 4340; rhubarb, 10,000; tomatoes, 31,578; turnips, 16,095; lima beans, 8,300; green corn, 3600 dozen, and a variety of other vegetables in smaller quantities. Among products of the orchard were, grapefruit, 15,400 pounds; apples, 23,037; lemons, 8100; oranges, 3188; figs, 400; peaches, 11,600; walnuts, 1500 pounds and 3000 or more. Of 300 tons of hay grown on the farm nearly six tons were sold, as were 35,500 bushels of shelled corn, 20,000 pounds of lima beans and 2500 pounds of lemons.

The water supply problem, which for more than a score of years has been a subject of serious concern to the home authorities, is, it is believed, finally solved. The principal sources of supply are from edwards of springs in Mandeville Canyon—about seven miles northwest from the home—and the water is conveyed by gravitation through a newly-established pipeline to several reservoirs within the home. Then there is a group of nine wells located in the garden tract, from which water is pumped into a reservoir of 1,000,000 gallons capacity, on a rise of the process of filtration, it gravitates through mains to all parts of the home for domestic use. The great dam at the foothills, with a capacity of 125,000 gallons, wherein storm water is conserved chiefly for irrigating purposes, has for the first time in its history, at this season of the year, twelve feet of water to its credit. About 600 yards south of the home here is now under construction a dam spanning an arroyo 200 feet in width, in which are a number of springs. The dam will have a capacity of 50,000 gallons and the water here accumulated will be conveyed to the mains by the siphon process. The supply of water during the past year has averaged nearly 450,000 gallons per day, and all authorities agree that there is no further need for fear of water famine.

A soldiers' monument now being constructed in the home cemetery, and to be unveiled next Memorial Day, will add just that touch of character needed to dignify this hallowed spot. It is to be an imposing structure of granite—its shaft towering twenty feet above its base.

Of 258 members who passed away during the past forty-six died and were buried outside the home, and 212 were added to the nation's silent camps in this "bivouac of the dead."

## Along the Coast.

### WILMINGTON.

AN ERA of marvelous prosperity struck Wilmington a few weeks ago when Los Angeles let its first contract for developing the water front of the harbor and filling the business section of this city. Over a million dollars worth of real estate has changed hands since the big contract was let, and there is every indication that the early months of the new year will witness one of the largest and most substantial booms ever experienced by any of the smaller communities of the Southland. Over 200 homes have been erected since consolidation with Los Angeles, and while it still is necessary for scores of workmen employed in the local mills to make their homes in adjacent communities the time will soon come when Wilmington will be fully prepared to accommodate those who desire to make this their permanent home. Eight new brick and concrete business buildings are now under way, and as soon as the dredging work has brought the business section up to the new grade not less than ten additional structures will immediately be started. The Wier & Jordan Pole Company will hereafter handle all the poles used by the Southern California Edison Company, and to care for the vastly increased business are enlarging the capacity of their local plant over 600 per cent., giving permanent employment to about forty-five men. As the mense crosscutting department is being installed for the treatment of poles and piling, and other improvements to the plant will be made. The Fulton Building Company, formerly of East San Pedro, has selected a site on Mormon Island, within three blocks of the business center of the city. It is announced



the new plant will provide the company with a building capacity three times larger than before. The Consolidated Lumber Company has just completed the work of enlarging the channel in front of the wharves to 300 feet, and the water there now has a depth of thirty feet, which makes ample provision for the largest coastwise boats on the Pacific. The company has also lengthened its private channel by about 100 feet, and will at once lengthen its wharves that connect. The Kline Invalid Bed Company has added to its establishment an immense machine shop and automobile repair department, and these improvements have resulted in a large increase in the pay roll. The giant steel drawbridge now being constructed by the Southern Pacific Company to provide access to the west basin of the inner harbor will probably be completed by the latter part of January, and as soon as possible thereafter the Standard American Dredging Company will begin the task of working out the \$100,000 contract it holds with the government for deepening the water front and deepening the channels in the vicinity. This company a few weeks ago completed a similar contract for Uncle Sam in the east channel and has since been at work on the \$350,000 contract with Los Angeles. The latter task must be completed by May 22, 1912, as a penalty of \$250 per day will run against the dredging company after that date.

#### LONG BEACH.

Long Beach achieved world fame the past year by having the largest gain in ten years of any city in the United States, 690.8 per cent, her population having increased in a decade from 2252 to 17,809.

In few cities do the combined possibilities of commerce, residence and resort features obtain as in Long Beach. A large area possesses the topographical, scenic and climatic characteristics that foster the higher residential district, the ocean and broad sandy beach of nine miles make the city desirable as a summer resort, while entirely distinct from this and yet most conveniently situated in another section having the natural formation inevitably associated with commerce and industry. From the bluff looking on the beach is a broad mesa extending back five and a half miles to Signal Hill. Along the semi-circle of the ocean front is nine and a half miles of broad sandy beach of gentle incline affording the finest of surf bathing, while at low tide a sweep of boulevard of hard sand is the lasting delight of motorist and driver. To the west, on a landlocked harbor made by private interests, is a vast area which is rapidly being occupied by industries of all sorts. In ten short years the assessed valuation of property in the city limits has increased from \$1,045,577 to \$21,159,660, despite the fact that a constitutional amendment has deprived the city of \$2,000,000 additional of corporation valuations. The city has thirty miles of paved streets, thrice that amount of sidewalks, while are lights make the city bright at night. There are scores of handsome business blocks, while in the residence section are thousands of pretty, modern homes. The bonded indebtedness of the city is \$1,377,240, of which \$850,000 was voted a few months ago for the acquisition for municipal purposes of the two water plants owned by private parties. Provision is made whereby the revenues of the water department take care of this portion of the bonded indebtedness. Already the wisdom of municipal ownership is shown in the fact that during the past four months the department has not only furnished water to the residents at a lower rate, but also shows a profit of \$2000 per month, which will be utilized in making permanent improvements and retiring the indebtedness. Another bond issue, of \$350,000, is pending which is to be utilized in extending sewerage benefits to all portions of the city. The property belonging to the municipality, exclusive of the water properties, is valued at \$1,646,723, of which \$1,363,750 is realty, \$197,000 improvements and \$85,343 personal property. Included in this are six parks, comprising twenty-five acres, 600 acres of water-bearing land, 2100 feet of city wharves and docks on the inner harbor, city hall block, a corporation yard and engine-house sites. In addition the city owns an 1800-foot cement cylinder pier, an auditorium seating 6000 people, a sun parlor on the wharf and a public library. The city is governed by a special charter which affords the people many additional advantages in government. One of the amusement features which delights tourists is the municipal band of thirty pieces, paid for by the taxpayers. Civil service rules govern the police and fire departments and add to the safety and protection of the citizen and his property. The sanitary conditions are splendid and the addition of a secondary system in portions of the city now served will add twenty-four miles of sewers to the present system.

Ranking with the best in the State is the public school system, governed by a board of five members, and under a superintendent, assisted by 156 teachers. There are nine modern grammar schools with a registration of 4045 pupils and a modern Polytechnic High School with a registration of 806 students and a teaching corps of 41. The inauguration of the polytechnic course with its facilities for teaching the manual arts has resulted in the male students outnumbering the feminine portion, a condition unusual in school life of the higher grade. The High School is accredited in all the universities and colleges, and with a post-graduate course inaugurated this year will secure recognition of its students in the higher institutions without the necessity of preparatory work.

The city has seven banks, with a total capitalization, surplus and undivided profits of over \$2,000,000 and deposits of over \$6,000,000. All have homes of their own, magnificent structures which add much to the beauty of the business district.

As a natural sequence of a city which for ten years has enjoyed the distinction of having no saloon in its limits, the religious standing of Long Beach is high. There are thirty-nine religious denominations, some of which own their own churches, some of them among the finest on the Coast, notably the Methodist and First Presbyterian.

Of secret and fraternal organizations there are many different societies. The Masons have a fine hall of their own, while on January 1 the Elks will dedicate a magnificent clubhouse on the ocean front.

In ten years there has never been a month in which the postoffice receipts did not exceed those of the same month the previous year. Receipts of this year will show a gain of 8 per cent, or close to \$70,000. On November 1, the postoffice moved into a new building, which will be its home for the next five years, unless the government sooner makes an appropriation for its Federal site for which \$40,000 has been appropriated. The postal savings department added October 1 is already proving a decided success.

Building operations this year will reach close to the \$2,000,000 mark, the greatest building era in the history of the city. Of permits issued the great majority have been for residences, although many apartment-houses and fine business blocks and industrial enterprises aid in making up the grand total. Enough work is in sight to keep all mechanics and artisans busy for many months to come.

Long Beach enjoys exceptional hotel advantages and is especially proud of Hotel Virginia, situated on the beach and said to be without a peer on the Coast. Then there is the Kennebec, Arlington, Julian and several smaller popular hostleries.

On the west side of town is the industrial district facing on an inland waterway evolved from what was once a salt marsh. It is reached by a municipal railway which connects the city and docks and wharves with the belt road of the Pacific Electric, which under its franchise is required to grant equal privileges to all other roads. On this harbor are located the Edison \$2,000,000 power plant; the great Craig shipbuilding plant, with the largest floating dry docks south of San Francisco, the gas plant, the Western Boat Works, the California glass factory (in course of construction), the Union Oil refinery, mammoth lumber yards and planing mills and several smaller industries. In fact the industrial side of Long Beach is quite a factor in her activities, lumber yards, planing mills, foundries, laundries, ice plants, flour mills, brick yards, machine shops and the like all add their monthly pay rolls to the city's wealth.

#### ALAMITOS BAY AND NAPLES.

Nestled close to the Orange county line and just east of the Long Beach limits are the hamlets of Alamitos Bay and Naples, connected with the larger city by two lines of electric roads and with a twenty-minute service. Naples is traversed by five miles of canals and numerous pretty summer homes dot their banks. There is also a modern hotel of fifty rooms and both here and at Alamitos Bay, across the channel, are cafes which are popular for Sunday visitors and late dinner parties. Fishing is good sport at Alamitos Bay and numerous launches are kept busy with fishing parties.

#### SEASIDE PARK.

Down on the beach with its southern limits touched by the tides of the Pacific is a suburb known as Seaside Park, an ideal residence place for those who love a home beside the sunlit sea. It is an active little locality just at present by reason of the progress of a work which has been hanging fire for three years—the construction of a 30-foot cement walk and bulkhead extending from Hotel Virginia to the San Gabriel jetties, a distance of a mile and a half, and for which the property owners will pay \$107,000. It will be well lighted with the boulevard system and connecting with the "Walk of a Thousand Lights" will give a promenade along the beach of three miles. In October Messrs. Barndollar and Reider were given a franchise by the city to construct a 1000-foot amusement and pleasure pier at the foot of Golden avenue, which will be built early in the coming year at an initial cost of \$300,000. For the protection of bathers the city maintains a fully equipped life-saving station at this point. Adjoining Seaside Park are two tent cities which are popular in summer for visitors.

#### SIGNAL HILL—OBISPO.

North of the city another suburb rapidly coming to the front as a site for homes of the more pretentious class is Signal Hill, once famed as the winter home of flowers, fruits and garden products because of its freedom from frosts. Lying 364 feet above sea level it has attracted attention as a residence district and ranches and gardens are giving way to pretty modern homes. From its top can be seen ocean, mountain and valley with a superb view on clear days of twenty-two cities and towns. Across the San Gabriel channel lies Obispo, part of the manufacturing district of the city. Here are located the Western Hardwood Lumber plant, the Salt works, the Sunset Oil Refinery and a croqueting plant for curing piling and railroad ties.

#### SAN PEDRO.

The steady growth of business through the port of San Pedro during 1911 is best evidenced by the remarkable increase of tonnage arriving during the year over 1910, the figures showing an increase of over 50 per cent, and reaching the enormous total of 2,499,496 tons as against 1,660,134 tons for the previous year, or an increase of 839,362 tons in twelve months. There arrived during the year 2512 steamers, 152 schooners, six barkentines and two barks—a total of 2672 vessels. These vessels carried in crews 109,406 seamen, or an average of 9150 each month, and brought for distribution throughout the Southwest, 560,600,000 feet of sawed lumber, 236,000,000 shingles, 5,802,000 shakes, 65,125,000 laths, 272,700 ties; 6446 piles; 19,403 poles and 28,550 posts, the aggregate of which is equivalent to 695,819,000 feet, having a wholesale value of \$15,145,475. Domestic imports include 99,600 barrels of crude oil, 101,575 barrels of refined oil, 18,322 tons of grain, 2015 tons of flour, 15,436 tons of paper, 6573 sheep, 2941 cattle and 109,869 tons of miscellaneous merchandise. Foreign imports show a healthy growth. Twenty-three foreign vessels entered the harbor during 1911, bringing cargoes of general merchandise, steel, liquors, pig iron, coal, coke, linen and woolen goods from various European ports; hardwood, teas, spices and general cargoes from China and Japan, and tropical fruits, mahogany and cedar logs and lumber, nitrates and merchandise from Mexico, South American and Cen-

tral American ports. During the year there were exported 33,000 tons of merchandise, 16,370 tons of asphalt, 26,860 tons of cement, 1400 tons of plaster and 275,000 brick. The big item of export was crude oil, which aggregated 900,000 barrels piped direct from the wells to oil tank steamers at the wharves at Terminal.

Passenger business shows a steady increase from year to year. During 1911, including the Avalon traffic, 192,407 passengers arrived at this port and 204,331 departed. Eleven big steamers are now operating in and out of this port carrying passengers and general cargo. Foreign exports included 15,674 boxes of raisins, 3000 sacks of beans, 830 tons of asphalt, 2200 tons of merchandise and 510 barrels of wine.

Work is under way to close the gap at the shore end of the great breakwater, a distance of 2000 feet, the main structure having been completed in September, 1910, at a cost of \$2,748,590. The total length when completed will be 11,250 feet. The Federal government continued dredging operations throughout the year in the inner harbor, which is now being dredged to a depth of thirty feet at mean low tide, from the entrance to the turning basin, a distance in excess of one mile. The entrance, at Dead Man's Island, is being widened to 400 feet under private contract.

The fishing industry continues to give employment to about 700 men, and two steam trawlers were added to the fishing fleet during 1911. In excess of 4,000,000 pounds of fresh fish and 100,000 pounds of lobsters were exported last year. Building for the year totals \$177,108 and extensive improvements costing \$7000 are being made in beautifying and improving the City Plaza by the city. Postal and money order receipts were in excess of \$130,000. A postal savings bank instituted on July 5, 1911, had received on November 1, 1911, deposits amounting to \$9100. Deposits in the three San Pedro banks aggregate \$1,158,990, and loans \$992,365.

#### TERMINAL.

During 1911 250,000,000 feet of wood-stuffs were received from northern ports at Terminal. There are now stored in the various yards over 55,000,000 feet of lumber. The Pacific Wharf and Storage Company continued the project of filling eighty-six acres of submerged land at a cost of \$500,000, and is ready to begin the construction of docks and wharves. The Southern California Lumber Company constructed 300 feet of additional wharfage at a cost of \$7500 and the National Lumber Company built 500 feet of wharfage at a cost of \$12,500 and absorbed eight acres of additional yard room for storage purposes. This company expended during the year between \$15,000 and \$20,000 in installing an elaborate water system for fire protection, running mains carrying salt water to all parts of its plant.

#### REDONDO.

Commerce and the industries combine at Redondo with the ordinary features of a Southern California watering place to make it one of the most progressive communities to be found anywhere along the shores of the Pacific. No other seaside resort so nicely combines these three essentials. For this reason Redondo is always prosperous and has today a future brighter than at any time in its history. Ocean shipping is increasing from month to month and year to year, the fishing industry is growing, as evidenced by the development of the fleet of small boats; and the summer and winter crowds are larger from year to year. The friendly point of land to the south shelters Redondo from the harsh breezes and mellow the winter temperature to a degree of mildness experienced by no other beach north of San Diego. Transportation between the seaside and the city may be by a choice of two electric lines of the Pacific Electric or the Santa Fe steam road. The acquisition of the Los Angeles Pacific and the Los Angeles and Redondo roads by the Southern Pacific and the merging of all into the Pacific Electric early in the summer was followed by the widening of the narrow gauge tracks and a general betterment of the service, schedules and equipment. The completion of the great power plant, the development of the oil industry and the building of the refinery and the town of El Segundo near by to the north have combined to add materially to the volume of the tin bucket brigade, as many of the workers at these places maintain their homes here. The net result of this industrial development has been the acquisition of many families and voters to the permanent population of the city. Street and public improvements have kept pace with the home-builders' boom and Redondo is rapidly taking possession for home sites of the fertile hill lands removed a short distance from the seaside. Near the shore a tent city appeals each summer to constantly increasing crowds who pass the summer months here, where the mammoth plunge, casino, auditorium and other amusement features appeal to the lovers of legitimate outing sports. Moonstone Beach continues to be a popular rendezvous, winter and summer.

#### PLAYA DEL REY.

Early in the fall the community of Playa del Rey by its vote, together with that of the electors of Venice, annexed the King's Beach to the municipality of Venice, which was formerly the city of Ocean Park. At about the same time the school patrons affiliated with the Venice district and formed a Union High School district. The result of this was the establishing of a High School in Venice. Del Rey now has police officers and municipal regulations. In the summer a heavy sea wrecked the wooden pleasure pier, which was promptly rebuilt at an expense of several thousand dollars. This is still maintained for the convenience of fishermen. Building operations were quiet throughout the summer, but activities are promised that will continue throughout the next summer season and will result in the addition of many new homes to the flourishing settlement on the strand.

(CONTINUED ON PAGE 110.)





Looking down on the Riverside Valley from  
Mt. Rubidoux. Fr. Serra cross in foreground.



# Arizona's Varied Products



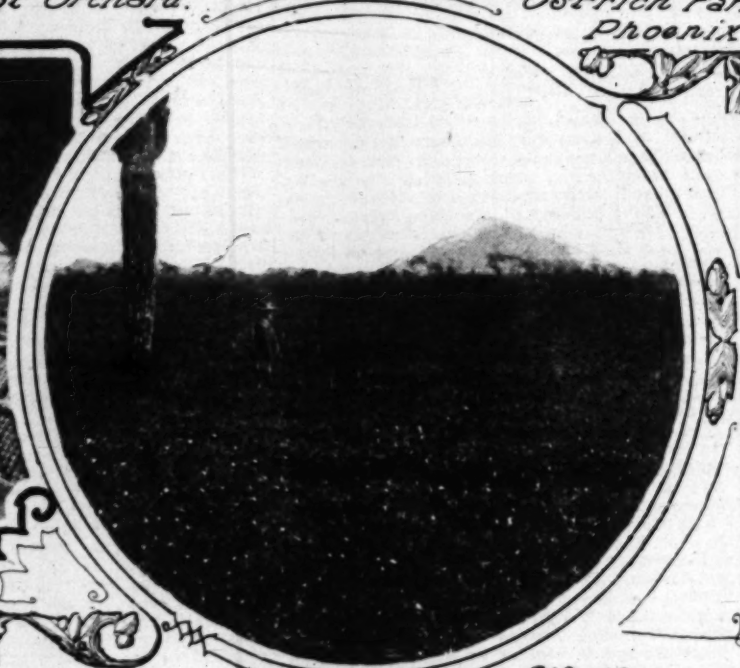
*An Apricot Orchard.*



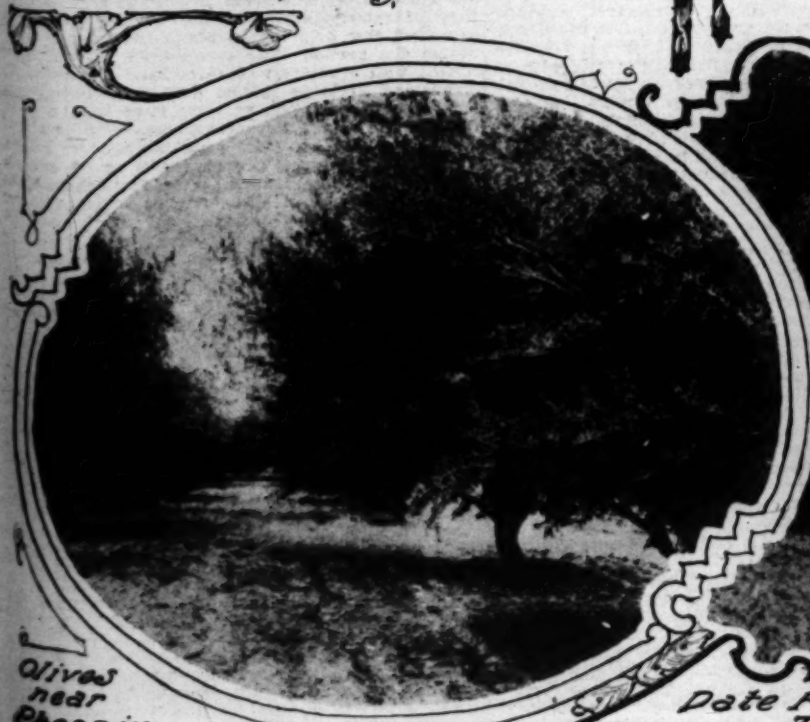
*Ostrich Farm  
Phoenix.*



*Yavapai County exhibit,  
State Fair, Arizona.*



*Alfalfa near  
Glendale, Arizona.*



*Olives  
near  
Phoenix*



*Date Farm,  
Tempe, Arizona.*



## Along the Coast.

(CONTINUED FROM PAGE 107.)

### HERMOSA.

The building of an oil city and the establishment of great refineries a short distance back from the beach has given an impetus to development work in Hermosa and the coming year promises to see many new homes built and business enterprises established. The year just closed witnessed much municipal activity in the line of public improvements such as the paving of streets, the laying of sidewalks and the placing of concrete curbs and gutters. The widening of the gauge of the trolley line and the general betterment of the service has been responsible for the removal of a number of Los Angeles families to this beach, since it is now possible for business men in the city to make the round trip daily without great inconvenience or heavy expense.

### MANHATTAN.

One of the popular seaside resorts on the line of the Pacific Electric as it follows the crescent of Santa Monica Bay south from Playa del Rey to Redondo is Manhattan, which occupies a commanding position on the sand overlooking the sea. It is pre-eminently the family resort, as there are no baneful influences. The bathing is as good as can be found in the South and sanitary regulations are zealously guarded. During the summer a number of new homes were built and there is an ever-increasing summer as well as winter population. Several denominations are represented by comfortable church edifices, while the schools are of a high class.

### SHAKESPEARE.

Shakespeare, one of the beach resorts adjacent to Hermosa and Manhattan, reached by the Redondo-Playa del Rey cars of the Pacific Electric trolley line, has responded to the activity a short distance back of the water line, where the Standard Oil town of El Segundo is being built. Numerous of the oil town workers have sought Shakespeare as a permanent home site. Several new houses have been built during the season and all bungalows have been constantly occupied. The wants of the community are supplied by well-stocked stores and frequent car service places the residents in close touch with Redondo to the south.

### SANTA MONICA.

From one end of the city to the other the year just closed has been decidedly the most prosperous in the history of Santa Monica, and as that embraces more than a third of a century of development the record is one of which all residents are proud. The long-felt want of a hotel for the accommodation of tourists and summer and winter visitors was filled early in the season by the building of the Hotel Windermere, a substantial \$30,000 mission style structure, overlooking Linda Vista Park and the ocean, situated on Ocean avenue, between Oregon and Utah. This was followed closely by the completion and dedication of the Seaside apartment-hotel and a commodious annex, built at a cost of \$75,000 and occupying a conspicuous site on the sand and the broad walk not far from the concrete municipal pier. In the same vicinity a number of apartment-houses and fine residences were built on what was once the site of the historic Hotel Arcadia. This constructive operation followed a campaign of improvement that was in progress for more than a year. The start was made with the razing of the Arcadia and the conversion of the entire tract into a high-class subdivision, with all street improvements. In the same vicinity the old North Beach bath-house was torn down to make room for structures of a modern type and now the property is being permanently improved. To the north the sand frontage was purchased by a Los Angeles syndicate that plans the extension of the broad walk for more than a thousand feet northward toward the canyon, the construction of a modern hotel, bath-house and such other modern structures as may be required, including a casino and auditorium and villas inserted in the fissures of the palisades. The building of the Butler Block, a two-story brick at the corner of Third and Oregon, was one of the noteworthy additions to the business center, while the erection of a modern theater building on Oregon near Third has attracted business ventures in that direction. On Utah at Second a new brick block replaced a row of old frame shacks that were built when the city was young. Public improvements are represented in a \$200,000 High School building, now in process of construction. This occupies a slightly location on Prospect Hill, between Fourth and Seventh, near Michigan. Bonds were voted to meet this expense, while another bond issue for the common school district authorized the expenditure of \$30,000 for elementary school playgrounds. A site has been secured by the Elks for a handsome clubhouse to be built at Fremont and Ocean and funds are being raised with which to build a temple that will be an ornament to the city. In the same immediate vicinity the Masonic organizations have secured a location and will build an elegant home. The Woman's Club has also decided upon the construction of a clubhouse and has paid for a site at Fourth and Nevada and is busy raising funds. Plans for the building have been accepted and work is soon to be started. The building permits for the year are represented, in round numbers, by the expenditure of a million dollars in new homes and business houses. No section of the city has escaped the healthy boom, although the finer of the homes have been erected in the fashionable palisades district. Street improvements in progress or planned represent the outlay of other hundreds of thousands of dollars. The asphaltting of Ocean avenue is one of the noteworthy projects already completed, while the opening and widening of Fremont avenue from the sea to the city limits on the east, a distance of more than two miles, will result in the paving of one of the shortest boulevards between Los Angeles and any beach. Montana avenue, paved for more than two miles from Seventh street to Sawtelle, is an important project now under way. This boulevard will parallel picturesque Nevada avenue and will give another di-

rect auto route from Wilshire boulevard, the Country Club and Los Angeles to tidewater. Cross-town improvements are represented by the paving of Seventh, Sixteenth, Seventeenth, Eighth and Twentieth streets. On Eighth street the Pacific Electric has built a line south from Oregon avenue to Garfield. This will serve the new High School and will develop a section of the back country that has heretofore been without means of transportation. In an amusement way the southern end of the city has had the call and many monuments to pleasure were completed and dedicated with the opening of the summer season, while numerous others are planned for the next series of outing months. The Thompson scenic railway—the Dragon Gorge—is pre-eminent among attractions of this sort, having a frontage of 500 feet on the ocean front at Raymond avenue. It represents an outlay of \$65,000 in addition to the site. The Grand Theater, fronting the Gorge and the broadwalk, was built at an expense of \$16,000. The Fraser pier, 1000 feet long and 225 feet in width, with piles of concrete and frame superstructure, embodies much that is unique in the amusement world. The dance hall is the largest one ever built, while the Grand Canyon scenic railway is the only electrically operated one in the West. A single-track scenic railway is one of the novel attractions. There are concession buildings of many kinds, including bird gardens, cafes, merry-go-rounds, houses of mirth, joy wheels, third degrees and baby farms. The Kelly brick block of three stories, on the ocean front, adds to the business stability of this business section, while the new two-story brick home of the First National Bank represents the development of the beach's financial institutions. Both of the city's postoffices show considerable growth of business and each has added a postal savings department. One new bank was established during the year. Future development promised for the pleasure of summer visitors is a new recreation pier 225 feet wide, extending from Pier avenue northward to Kinney street. It is to be 500 feet or more in length and will accommodate on its surface, among other things, a riding device known as the Mountain Roll. The pier is being built by George M. Jones, who owns the frontage and has secured the required permits from both the city and the United States government.

### PORT LOS ANGELES.

At Port Los Angeles, near the mouth of Santa Monica Canyon, and two miles from the business center of Santa Monica, is famous for the possession of a million-dollar wharf and pier—the longest wooden pier in the world devoted to pleasure fishing. In the years that have gone before coastwise and deep sea vessels made regular landings here and brought cargoes from the Orient and European ports. But that was before the abandonment by the Southern Pacific of its steam road here. Now no ships touch at the dock, and the only commercial activity is that of a handful of Japanese fishermen who go out in small boats. But the port is anticipating a revival of activities on the opening of the Panama Canal and with the construction as planned by the Pacific Electric of a trolley line up the coast from Santa Monica to Santa Barbara.

### VENICE.

Early in the summer of the year just closed Venice was born as a full-fledged city. Prior to the holding of a special election, Venice of America was no more than a legal subdivision of Ocean Park. It had an ocean frontage of 500 feet and found place on the map by reason of possessing a postoffice. Acting under the provisions of a law that had been enacted by the last Legislature to fit the case, a special election was held, when a majority of the votes cast were recorded as being in favor of changing the name of the municipality to Venice. Quickly following this came an annexation election which added Playa del Rey, Walgrove and a rich section of back country. At about the same time the Playa del Rey and Ocean Park school districts formed a union district for High School purposes and Venice was the name given to the new union. Likewise the name of the Ocean Park common school district was changed to Venice and when official action shall be taken with the county voting precincts the last of Ocean Park will have officially disappeared, although the name still clings to a postoffice in south Santa Monica as well as to a legal subdivision of that city Venice now extends from the south line of Santa Monica at Marine street to a point south of the mouth of Balboa harbor at Playa del Rey. The organization of a union High School district being completed, a new High School was opened in September in temporary quarters fitted up in the lakeside bath-house. The school started with an enrollment of fifty, which was quickly increased to seventy. The common schools showed such growth that new rooms had to be prepared for the elementary classes and these buildings were erected after plans providing outdoor study and recitations rooms. Development along the strand during the early summer season found most generous expression in the erection of unique riding devices for the entertainment and amusement of the ozone-seeking thousands. The more notable of the improvements was the building of a gigantic racing roller coaster, which occupies the entire Midway Plaisance site of early Venice. The Midway buildings were razed and at an expense of \$75,000 a scenic railway was constructed. On Oceanfront at the Windward avenue corner another riding device known as the Merry Widow was built, and across the broad walk a Grist Mill or rapids was completed, while on the pier a captive aeroplane was installed and an auto race constructed. At the deep water end of the pier an amphitheater was built. On the broad walk a pleasure place known as Merryland was dedicated and adjoining it Neptune Theater, the most attractive playhouse on the beach, was built at an expense of \$70,000. Throughout the summer high-class vaudeville and moving pictures were the bill and during the winter months the house was devoted almost exclusively to the latter. Everywhere throughout the city street work occupied attention during the summer and a number of paved boulevards resulted. The alleys in the more thickly settled sand district were asphalted, while those in the business district were paved with

brick. Tent City received many additions in the shape of bungalows of an improved type, while at all points throughout the city handsome homes were erected by the score, the building permits for the year aggregating about \$1,000,000. The concrete bulkhead of the ocean frontage to the south of Center street was continued southward for the protection of the sidewalks, property frontage and shore line. The plan is to carry this work southward as long as the new currents show any disposition to encroach upon the strand. By popular vote the electors authorized the levy of a special tax of 15 cents on each \$100 of assessed valuation for the support of a municipal band and this decision gives the beach free afternoon and evening concerts during every day of the year. One three-story brick block was added to the business section, while apartment-houses of modern design were built all along the beach and on the side streets, more than doubling the capacity of the strand to provide accommodation for winter and summer visitors. The formation of a national bank was one of the financial developments of the year, while the growth of postal business compelled the removal of the office to enlarged quarters, which are ready for the coming of a postal savings bank and the inauguration of the city delivery system. Aside from a Nazarene Church the religious welfare of the beach is looked after by a Christian congregation and an undenominational organization which conducts a Sunday-school and holds religious services in the improvised auditorium of the temporary High School building. Civic matters are carefully guarded by the merchants of Venice, a Good Government League, Venice City Club, Venice Boosters and a number of organizations in which the membership is restricted to women. Future prosperity is assured by the construction of a new pleasure pier at the foot of Center street. This is to be 1000 feet in length and is to be built by the Kinney Company, which has secured the required permit from the city. Another pier of like proportions is projected for Brooks avenue, while the Great Western Amusement Company of San Francisco has acquired 225 feet of ocean frontage between Marine street and Pier avenue and plans the construction of a 1200-foot pier 225 feet wide, to be equipped with a scenic railway that will carry its passengers beneath the sea, a magnificent casino, a roof garden and numerous other entertainment and amusement devices and attractions.

## Santa Catalina Island.

### AVALON.

EXTENSIVE improvements at Avalon are again planned for the coming season and it is possible that the season of 1912 will show more steps for progress than any other year in the island's history. Plans have been submitted to the Wilmington Transportation Company of two designs of steamers, one of which will be chosen and built to cross the channel from San Pedro to Avalon in one hour and fifteen minutes. With the co-operation of the Freeholders' Improvement Association, a definite policy for the town's betterment has been pursued, and the residential section beautified. Many of the old-time frames for canvas tents have been torn down. Thirty-five new bungalows and cottages have been erected on the hillside overlooking the bay. Over 300 tents were added this year to the canvas tent city, and the camp grounds for the summer now extend far into the canyon formerly used by the golf and baseball enthusiasts. To alter for this the entire golf links were remodeled during the spring. The trees which were planted three years ago to give shelter to the huge camp ground of tents now form shady avenues which extend two miles into the interior of the island. Over the hilltops to the numerous coves and bays of the rock-bound shore many substantial trails have been built. From the picturesque Golf Clubhouse members and guests view the magnificent natural park and flower gardens with specimens of almost every variety to be found in Southern California. The little town of Avalon, with its 500 residential population, boasts of two churches, one kindergarten, one public school and an endless variety of entertainments for summer visitors. It is estimated that over 120,000 persons visited the island during the season. The entire town is brilliantly lighted with electricity. Experts have pronounced the water and drainage system excellent. During the past year many ranch products have been sent in from Middle Ranch for consumption. Besides several thousand wild goats which roam the hills for hunters, some 10,000 sheep find suitable fodder on the east end of the island. Competitors for angling honors of the Tuna Club report excellent catches for the summer tournament. Thirty swordfish, weighing over 100 pounds each, and twenty-three tuna were brought in by the club members. The annual prizes given by the Tuna Club to anglers landing white sea bass, yellowtail, albicore, bonita and black sea bass amounted to several hundred dollars besides the regular cups and trophies which are competed for each year and held in trust by the club.

The Golden Poppy is the State flower of California, and its incomparable, satin-like sheen and its wonderful coloring have been the delight and admiration of all lovers of nature. It is peculiarly typical of California, and in 1903, by an act of the Legislature, was made the State flower. It blooms in the greatest profusion from February until May, but may be found in the lower valleys of California almost any day in the year. In the flood tide of its season, when this matchless flower raises itself above the feathery green foliage of the plant, which is tipped with a deep bronze red, it covers acres upon acres of the plains and mesas, and presents a sight which, once seen, is never forgotten.

One of the sights of California, El Camino Real, the King's Highway, is the famous road followed by the Franciscan padres in their journeys in the old days from mission to mission. Father Junipero Serra, one of the early padres, is indissolubly linked with the early history of the State.

### RANCH

### W

When the farmer John Brown, who makes in the books, turns on delivery of Miller, eggs and chickens, farmers, a commercial satisfied—the year 1911 was Orange county, \$1,210,000, \$1,300,000, bringing from 1910. The oil field products of for the big And on the trial, included horses, shoes \$100,000 to tion of the assessed val for 1911 not

### BEANS AN

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Without aging away adding new to their me ways the c cities, bette

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### NEW TOW

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### PUMPING

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# Numerous Wealthy Farmers in Orange County.

## RANCHERS RAISE RICH CROPS.

WHEN Farmer Smith, raising walnuts, gets a whopping big crop of fine quality and sells that crop at fourteen cents a pound; when Farmer Jones, raising beans, threshes a good yield, at record-breaking prices; when Farmer Brown, raising oranges, has his trees loaded and sells at the coin; when Farmer Johnson, raising sugar beets, turns out a heavy tonnage and gets his money a delivery of his product at the factory; when Farmer Miller, raising poultry, gets fancy prices for all the eggs and chickens he can produce; when all the lesser farmers, raising two score or so products, raised on a commercial scale in Orange county, are more than satisfied—that is a great year in Orange county. The year 1911 was that kind of a year.

Orange county's walnuts brought in \$1,100,000; her beans, \$1,250,000; her oranges, \$1,500,000; her sugar beets, \$1,200,000; her poultry \$1,450,000. Each crop ranging from \$100,000 to \$300,000 more than it did in 1910. Add to these \$4,500,000 for the product of all fields, and \$2,500,000 to \$3,000,000 for the products of her sugar factories, and a handsome total is the big items of income is secured.

And on top of all that come a dozen other industries, including celery, apricots, berries, dairies, cattle, hogs, sheep, lemons, potatoes and grain worth from \$50,000 to \$750,000, which will bring the total production of the county for 1911 to a sum over half the assessed valuation of the county, with a total income in 1911 not less than \$3,000,000 more than in 1910.

## ORANGES AND BEETS.

All over the county hundreds of acres have been turned to crops that brought the farmer more money than ever before. Barley fields were given over to beans and pasture lands to sugar beets. Several hundred acres of oranges and walnuts came into bearing and other hundreds of acres of bare land were set to orchard.

Without a single failure in crops, and prices averaging away up, the farmers have been prosperous, selling new houses, new barns and new automobiles as their means of comfort and enjoyment. As is always the case, prosperous farmers meant prosperous cities, better stores and bigger banks.

The development of the sugar beet industry marks 1911 as its record year in this county. Two big sugar factories, that of the Anaheim Sugar Company at Anaheim and that of the Holly Sugar Company at Huntington Beach, opened their chutes for the first time in 1911. These two factories were added to the two already in operation, one at Los Alamitos and one at Santa Ana. These four plants did not take all the product of the 30,000 acres in sugar beets, for many thousands were hauled from the rich bottom lands to the coast and China for slicing. Preparations have been made for a bigger acreage and a bigger yield next year, and a fifth huge refinery was begun. It is located at Santa Ana and is now being built for the Santa Ana Co-operative Sugar Company, composed of local capitalists and beet growers.

## EL GUSHERS.

While the biggest forward lunge in agricultural progress was made in sugar beets, the greatest wealth-producing lunge has been in the oil fields of the north-east part of the county. A wide circle of new fields has been brought in, and leases for the drilling of oil wells scores, reaching to within three-fourths of a mile of the center of the city of Fullerton. Gushers, new rigs, new giant operators, including the Standard Oil Company; new pipe lines—these things have been the history during the latter part of 1911. The coming of the La Habra line of the Pacific Electric to the section has aided in the development of the same.

## NEW TOWNS FORMED.

In the oil fields have developed a new town, called La Habra, so has the Santa Fe cut-off between Fullerton and Anaheim, over which overland trains are now run, around the orchard community of Placentia into the town of Placentia, with packing-houses, a bank, a new school-house and other buildings. Another new town started in 1911 was Stanton, southwest of Anaheim, the youngest of the seven incorporated cities of Orange county.

## PUMPING PLANTS INSTALLED.

Realizing that water is the one necessity that allows them to turn their lands from raising annuals to more profitable orchards, the residents of the county have paid strict attention to the water supply. The Santa Ana Valley Irrigation Company and the Anaheim Union Water Company, which together furnish their stockholders with water to irrigate 25,000 acres, by suit and compromise are endeavoring to forever settle all water rights in the Santa Ana River, a step necessary before taking up extensive water development in the Santa Ana Canyon. These companies this year added to their supply by water from the earth by pumping plants. By an extensive system of spreading the surplus of winter rains, the communities of Villa Park and El Modena had more water than their orchardists could use during the summer. On the San Joaquin ranch and in the districts west of Anaheim and Santa Ana, the number of new pumping plants added largely to the water irrigated by streams drawn from the depths.

There are many thousands of acres in this county that depend upon irrigation for the production of crops of high value, there are other thousands of acres which if left alone would have too much water for proper cultivation. Drainage in the last few years has been a large section in the Talbert country. This year 1911 acres under the Delhi drainage district, Santa Ana, and 3000 acres under the Newport drainage district, southwest of Santa Ana, secured relief by their new system of drainage ditches,

and the lands are the richest of lowlands. As the result of this work, probably 3000 acres in these districts will be put into sugar beets next year for the first time.

The Newbert Protection District, formed to control the flood waters of the Santa Ana River, has dredgers under contract for the building of a channel this winter to take the floods to the sea that they may no more spread out upon cultivated fields.

## SANTA ANA.

As an attractive county seat of a growing county, Santa Ana has grown in population and wealth. Though this year a new eight-room grammar school has been built, making six elementary school buildings in the city, Santa Ana's schools are crowded with their 1850 pupils, and steps have been taken to vote bonds for a new \$150,000 High School, including a polytechnic, the present High School to be used for a grammar school. A new \$35,000 reservoir was built for the municipal water works, giving storage capacity for a city three times the size of Santa Ana. It was thought well to build thus for the future, for the year showed a great increase in the steady building activities. Building permits ran up to \$600,000, a large share of the permits being for new homes. With a new \$25,000 United Presbyterian Church, and \$10,000 spent in remodeling the Episcopal Church, Santa Ana added materially to her handsome churches, and churches in Santa Ana number twenty-five. It was the biggest year in the city's history for shipments, and again Santa Ana, with 7,500,000 pounds, led the entire world as a shipping point for walnuts.

## ORANGE.

The installation of a complete sewer system for the city marked the year. Plans for street paving and water works improvements to keep pace with the city's growth have been undertaken. Oranges, walnuts, berries and winter vegetables paid well and made Thanksgiving and Christmas real holidays among ranchers and merchants. The announcement of the Pacific Electric that an electric line to Santa Ana would be in operation soon gladdened the people.

## FULLERTON.

Situated only forty minutes from Los Angeles, at the junction of the Santa Fe's transcontinental and the San Diego lines, through which pass thirty trains daily, with its advantageous location as the center of one of the richest fruit and oil-producing districts in the State, Fullerton is making rapid strides in commercial importance, proof of which is found in the fact that the city is preparing to spend within the next nine months \$145,000 for street paving and has also voted \$130,000 for a Polytechnic High School, to which students from four outside districts will be conveyed by automobile omnibuses, the first used for that purpose in the State. In the Fullerton oil field there are 256 producing wells, one of which alone, the famous Menges well, is producing \$4000 worth of high gravity oil a day. Recently begun operations by the Standard, the Amalgamated, the Fisher and the Maricopa Queen companies will bring several thousand acres into the producing area. Fullerton has fourteen packing houses, employing several hundred people. The Fullerton citrus district produces upwards of \$2,000,000 worth of oranges and lemons annually, and the famous Old Mission brand of orange grown on the ranch of Southern California's leading orange man, C. C. Chapman, brings the highest prices in the eastern markets. The yield of other crops, including walnuts, tomatoes and cabbage, amount to about \$300,000 a year. The freight shipments into Fullerton for the past year amount to nearly 18,000,000 pounds, and the outgoing shipments to 132,000,000 pounds, showing a steady increase over former years. The city has doubled in population in the past five years.

## ANAHEIM.

The knives and presses of a great \$1,000,000 sugar factory were in operation in Anaheim this year for the first time, adding \$100,000 to the city's pay rolls and thousands of dollars to the bank deposits of beet growers. A five-day street fair brought hundreds of outsiders to see this rapidly-growing town. Under a vigorous city government bonds were voted for a sewer system and for a new Polytechnic High School. The grammar schools got a \$30,000 bond issue. Anaheim walnut groves, producing 2,000,000 pounds of the finest English walnuts grown anywhere in the world, returned to growers during the season just closed \$300,000. Anaheim is an active railroad center, both the Southern Pacific and Santa Fe doing an enormous amount of shipping. At West Anaheim 200 cars of freight are handled daily in the Southern Pacific yards. Beets, celery and potatoes from the famous peatlands help to swell the shipments.

## TUSTIN.

With a new bank organized here, a new drug store building going up, new orchards set out and tip-top prices for beans and oranges, this community feels that 1911 was good to it. Surveys have been made for a magnificent sky-line drive over the hills to the northeast, and pumping plants have opened up a large section in the frostless belt for orchards.

## GARDEN GROVE.

Densens of new homes and several substantial store buildings have been erected here. Shipments of eggs came to \$200,000, making this the poultry center of the county. A lighting district was formed and street lights were installed. The busiest place in town has been the Pacific Electric station, through which this section ships out its sugar beets, chile peppers, cabbage and garden truck.

## SAN JUAN CAPISTRANO-LAGUNA BEACH.

Built in the mission style, a new four-room, \$8000 schoolhouse was erected opposite the old Franciscan

mission. A colony of French under the leadership of Rev. Alfred Quetu are pushing their holdings to a high degree of productiveness. The walnut crop, absolutely free from disease, was never better. Much grain land was turned to lima beans, and new lands on the big, near-by ranches were broken for grain.

The summer brought a small-sized boom to the picturesque coast, and sales of lots for building purposes numbered hundreds. The Laguna Hotel had its most prosperous season. A marine laboratory for Pomona College was established here on land donated by the Laguna Beach Improvement Association.

## WESTMINSTER-SMELTZER - WINTERSBURG-TALBERT.

Westminster, Smeltzer, Wintersburg and Talbert prospered with the prosperity of their farmers. While the celery acreage was reduced by 500 acres, the sugar beet acreage climbed up 1000 acres. Land values advanced.

## EL MODENA-OLIVE-STANTON.

El Modena was visited by thousands of people who looked out upon the Santa Ana Valley from the famous Hewes Hill. This section laid much cement pipe and otherwise improved its water supply. Winter vegetables from this frostless belt brought fancy prices.

Olive maintained its high standard for produce and shipments. A new packing-house was built. The Olive Milling Company, producing flour by use of water power from the Santa Ana Valley Irrigation Company ditch, employed many men and paid good dividends.

When Stanton was formed this year it was a town without a town lot. A townsite has been laid out, backed by men with capital. Plans are made for extensive street improvements. The town is named after Philip A. Stanton, former Speaker of the California Assembly.

## NEWPORT BEACH.

A trifle more than an hour's trolley ride from Los Angeles is Newport Beach, occupying a peninsula formed of clean white sand, with the Santa Ana River and Newport Bay on one side and the Pacific Ocean on the other, affording every facility for aquatic sports, and all the year round one may see the young, old and middle-aged boating, canoeing, sailing, fishing, swimming and enjoying life to the utmost upon this body of still water, without the least danger of serious accident. For the more sturdy the ocean is as convenient and safe as the bay for surf bathing.

The upper stretches of Newport Bay, reaching into the interior for a distance of nearly seven miles, are now open to the public for hunting, and scarcely a day passes without the return of several nimrods with the limit of good ducks.

The mesa land back of the city is rapidly settling up with ranchers who are locating on five and ten-acre tracts of land that will grow anything from beans to oranges, and this, together with the wonderful possibilities and encouraging recommendations of government officials for the development of Newport Bay into Newport Harbor, lead the people of Newport Beach to believe that ere long their city will be a commercial center and harbor town in addition to being the cream of beach resorts.

## HUNTINGTON BEACH.

The chief factor in the industrial and commercial growth of the city of Huntington Beach during the past year has been the first season's operations of the Holly Sugar Company's factory here. Its employment of hundreds of mechanics and laborers has doubled the city's population in a single year for the Federal census taken last year gave it less than 900 inhabitants, while the present population, based on the school attendance, is more than 1800. On all sides pretty cottages have been and are being built as residences for the department heads of the factory and its office force who remain here permanently, and for the growing number of residents who have been attracted here by the building of the plant. The subdividing of larger ranches into smaller ones, in the agricultural territory immediately contiguous to Huntington Beach, and the planting of these small farms to vegetables of the smaller class have also brought increased trade to this city, directly benefiting local tradesmen, as the output of these lands is sold here and the supplies of the ranchers are bought here. Nearly 100 new residences have been built here during the year and they are all occupied. A steadily-increasing number of newcomers has been a marked feature of the summer season, and no less than twenty families have recently removed to Huntington Beach from far eastern points, brought here doubtless by appeals from their relatives living here. Six families came here to live last December from the British Channel Islands, some of their relatives being already located here.

## POULTRY AS A BUSINESS.

[Escondido Times Advocate:] A Santa Clara county poultry booster recently made an address in which he said:

"We turn out for market broilers, fryers, soft roasters and old hens and roosters when their work of egg production and brooding is done. We produce eggs of different sizes and colors, most of which are marketed fresh, while others are preserved during low prices and sold when eggs are higher.

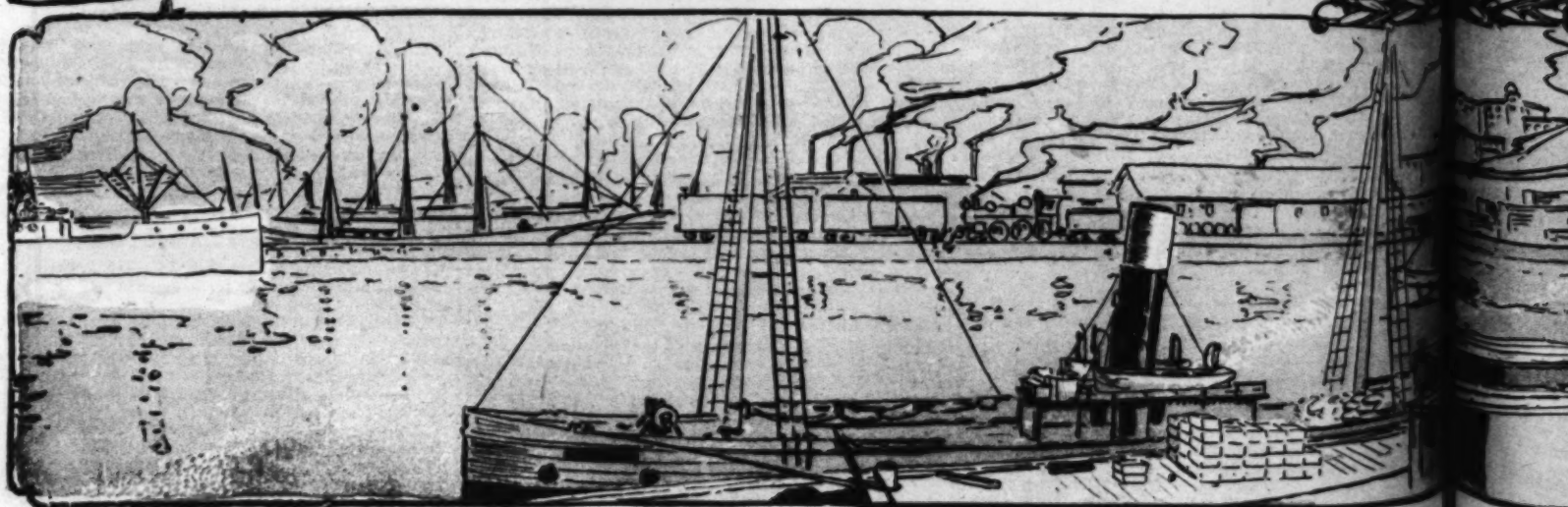
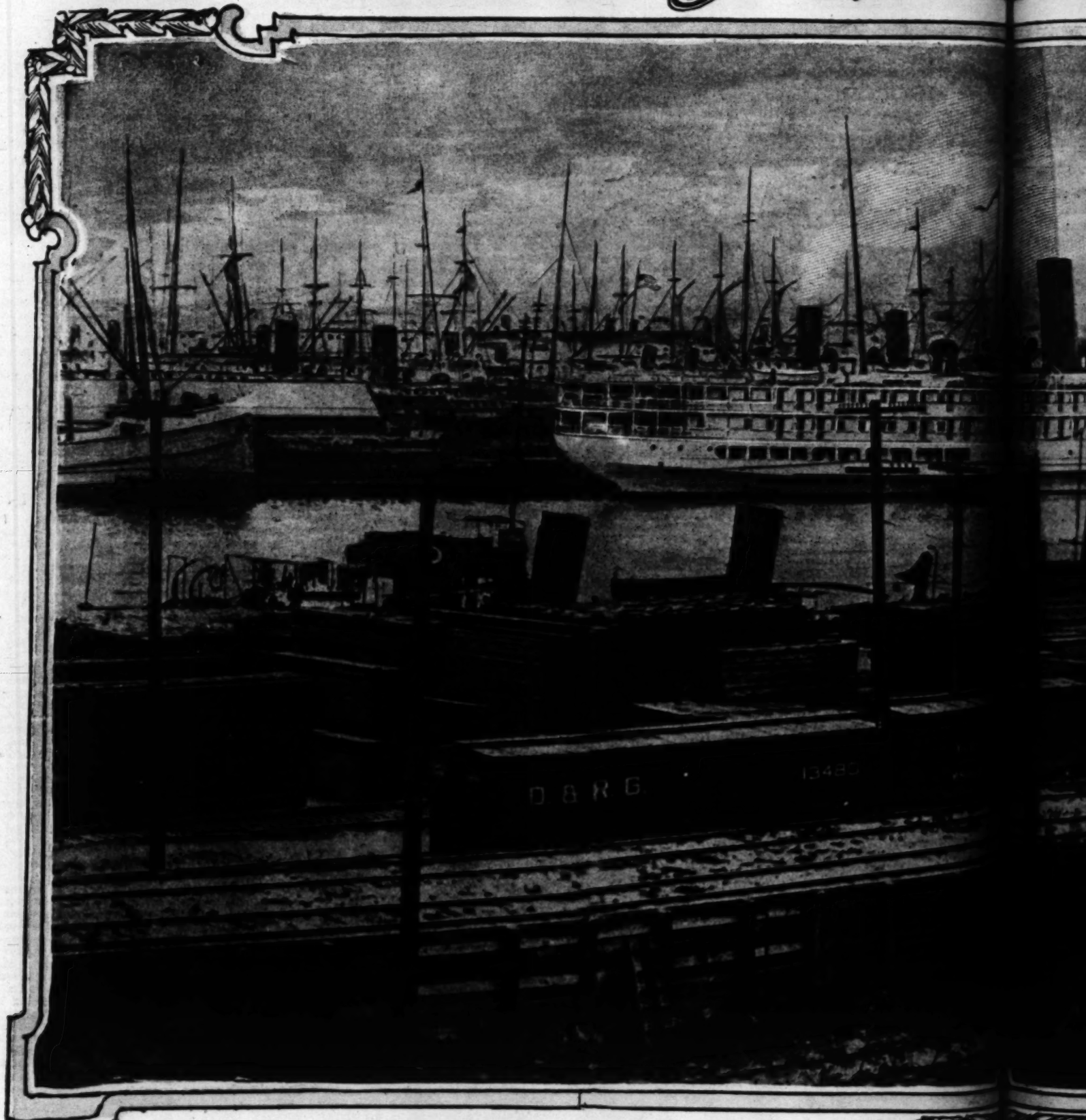
"There is no danger of overdoing the poultry business. The question is, can we keep up the supply?

"Can we produce the required amount of good poultry and large eggs?"

"Jerusalem the Golden," so runs the old religious song. Jerusalem was no doubt the California of the old scriptural days.

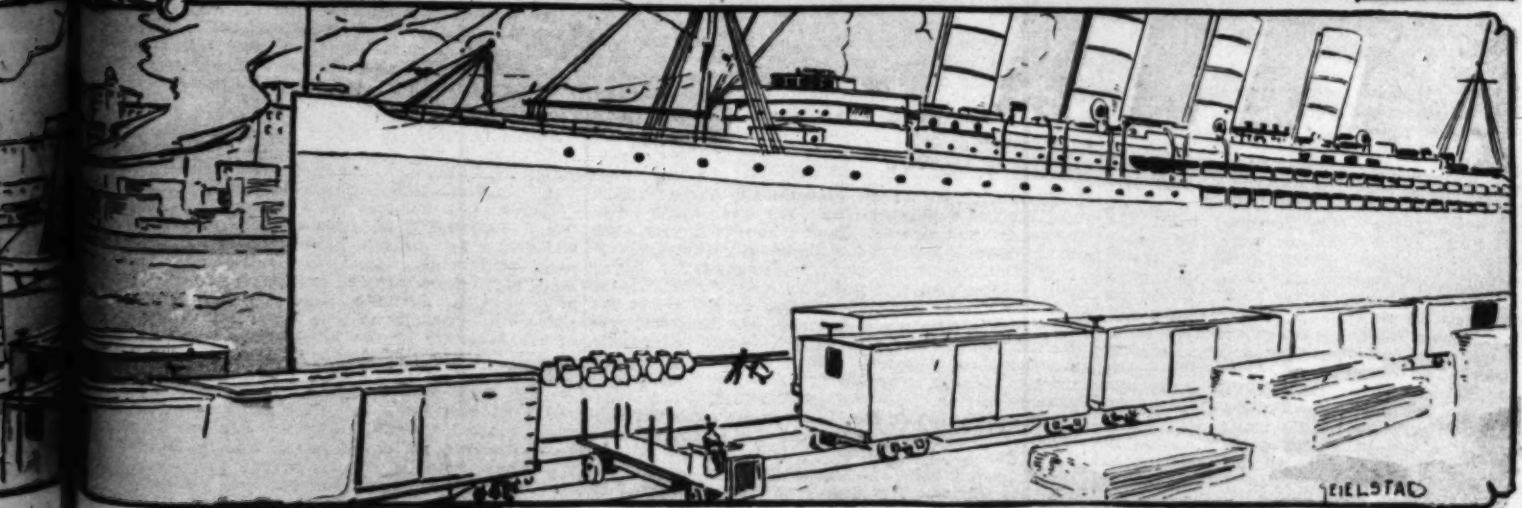
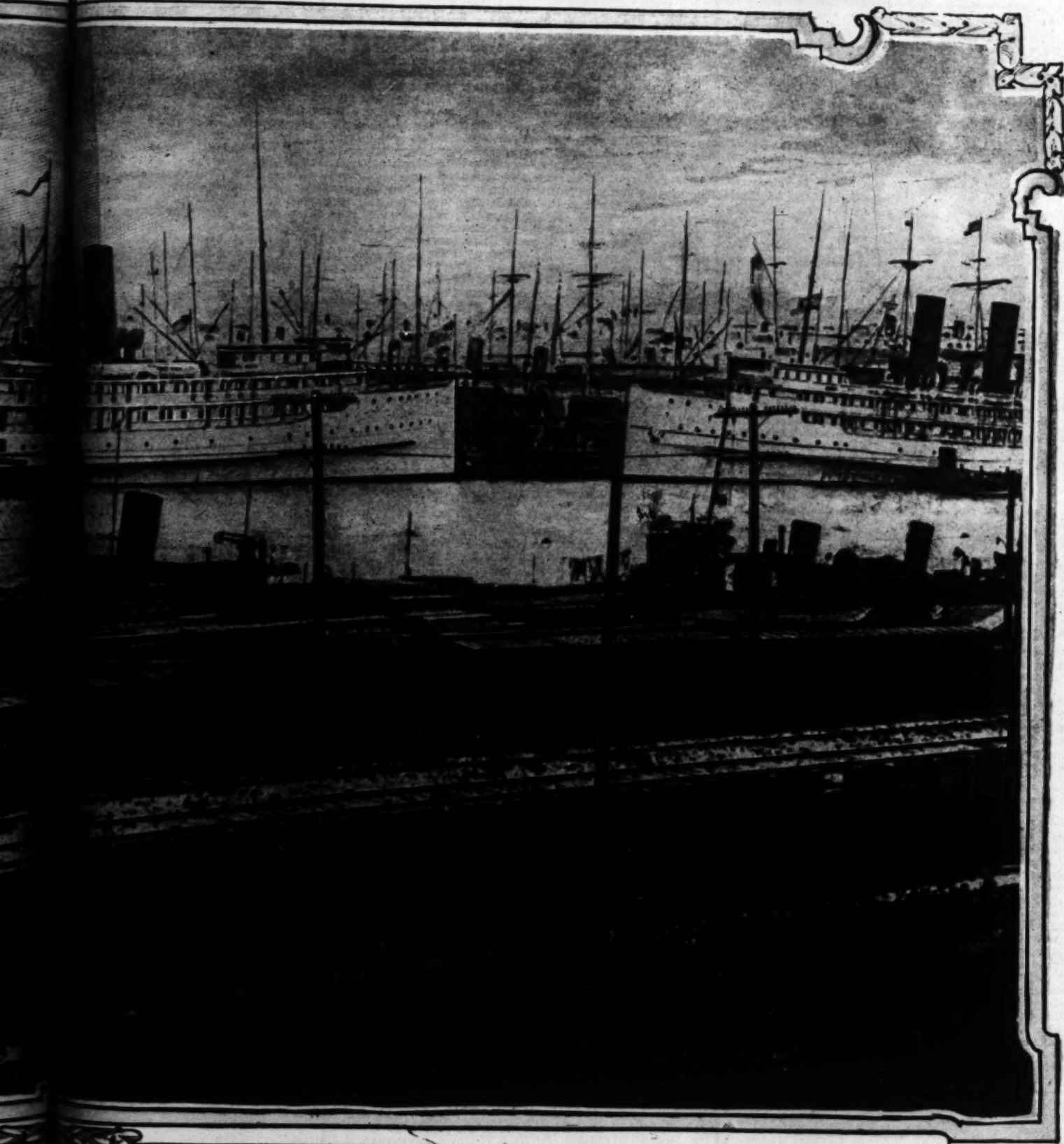


# The HARBOR of LOS ANGELES





# LOS ANGELES - SAN PEDRO.





## Riverside's Golden Grain Fields and Orange Orchards.

### CITY OF SHADE TREES.

THE tree-planting campaign that has kept Riverside in the public eye for several years, is still being vigorously pushed and the goal is close at hand, for there remains scarcely a block of street margin in the thickly settled portion of the city which is not lined with an unbroken row of uniformly-planted shade trees. Parks, too, are claiming attention, and \$30,000 is being expended on a single piece of park extension.

The city's building record continues the high pace of former years, although there have been but few spectacular building operations during the year just closed. Private dwellings are being erected, as aforesaid, at the rate of one for each working day.

The orchardists of Riverside finish the year in happy mood. Last season's crop was an excellent one and the crop now ripening is unusually heavy with market prospects exceptionally bright. As the younger groves come into bearing the lemon becomes more and more a feature of this orchard output.

Riverside has the name of doing today what is elsewhere planned for tomorrow, and in adopting the sex segregation idea in the Polytechnic High School Riverside's school board is but upholding its reputation. A sum in excess of \$190,000 is being expended this season in the erection and equipment of the first buildings of the new polytechnic group and in these the boys will be immediately installed. The girls will find temporary accommodations in the former High School plant.

### ARLINGTON.

Arlington, while sharing Riverside's enjoyment of the profits of the orchard district, almost monopolizes the alfalfa interests of the valley and her immense tributary acreage, irrigated largely by gravity flow from the splendid canal systems of Riverside and partly from wells sunk to the rich water-bearing strata which underlie the entire valley, earns rather more than a million dollars yearly for the fortunate owners. Poultry too, is proving a rare money maker for Arlington, a single hatchery turning out day-old chicks in lots of 14,000 each.

The rapid increase of orchard and alfalfa development in the West Riverside section will soon balance this district, acre for acre, against the longer cultivated district east of the river.

### HIGHGROVE AND MORENO.

The orange orchards of Highgrove, joining Riverside on the north, add materially to the aggregate production of the valley and bring the total production of the year to \$700 cars. Over the Box Springs grade to the eastward, lies the beautiful Moreno Valley, still given over largely to grain-growing, but showing here and there orange properties producing fruit of exceptional merit. Extensive recent water developments in this region are bringing about rapid development of the lands which are suited for citrus culture.

### TROLLEY EXTENSION.

In the matter of trolley extension, accomplished and projected, the Riverside Valley is singularly favored, five distinct lines traversing the streets of the city, which has, by the way, the unique distinction of being the only town on record which was underestimating its population at the time of the census taker's call in 1910. The official count showed 15,212 at a time when only 14,000 was being claimed. An electric line running northeast from the city extends more than half way to Colton; the Magnolia-avenue line has been extended to within six miles of Corona; the branch originally built to connect Riverside with the 5000 barrels-per-day plant of the Riverside Portland Cement Company at Crestmore, now reaches Bloomington, and is heading for Rialto, three miles further on. Both the Corona and the Bloomington lines are to form links in the Los Angeles circuit, while the Colton line is destined to connect with San Bernardino, Redlands and Highland.

The completion of the "cloister" addition to the Glenwood Mission Inn has greatly increased the attractiveness of that already famous establishment, which, with Riverside's Huntington Park driveway over Rubidoux Mountain, her far-spreading orchards, her shaded, dustless driveways, and her happy, "homey" atmosphere, are rapidly bringing the city to high rank among the favored resorts of California's tourist guests.

### SAN JACINTO.

Great prosperity, marked by building and improvements, is the record of the year at San Jacinto and the farming section surrounding it. A conservative estimate of new residences built since last January is fifty, at a valuation approaching \$100,000. Many new pumping plants have been installed. For the first time electricity is used to operate irrigation plants adjacent to town, power being furnished from the city electric plant. New wells are constantly being connected. The operations of the Citizens' Water Company and the San Jacinto Land Company are the most important developments of the year. These companies have invested close to \$1,000,000 in San Jacinto property since beginning operations here about two years ago. Besides developing a large amount of water, they have extended and improved the system of the Citizens Water Company at great expense. The San Jacinto Land Company has leveled and seeded large tracts to alfalfa, and subdivided a body of land that will be placed on the market in small tracts during the coming winter. The companies have also purchased a most desirable business corner in town and have plans drawn for the erection of a two-story business block and office building. During the year the First National Bank of San Jacinto has increased its capital from \$50,000 to \$100,000, and the first savings bank of San Jacinto has been or-

ganized by the stockholders of the First National Bank, with a capital of \$25,000. The First National Bank has also erected a bank building, with splendid vaults, fixtures and other equipment, representing a cost of about \$16,000. The increase in business and deposits of this institution is evidence of the steady and substantial growth of the entire community. The High School has practically doubled its attendance over last year. In the grammar school, although an extra teacher has been employed, all rooms are overcrowded and an extra school-room is now in course of construction to relieve the congested condition. The great Cawston Ostrich Farm has made noticeable improvements and expansion during the year. A thousand birds are now kept at the San Jacinto farm and the harvest of plumes amounts to close to \$100,000 per year. Contracts have been let for the seeding of more than 1000 acres to sugar beets in the lower part of the San Jacinto Valley. This industry was given a wonderful impetus here when factory results from the fifteen-acre experimental patch showed a saccharine test of 20 per cent. There are many thousands of acres in the artesian belt adjoining San Jacinto that, it is believed, are adapted to beet culture. The organization of a Board of Trade has been effected and means are provided for a systematic, extensive advertising campaign.

### BANNING.

Banning is substantially a deciduous fruit producing district, and in this line has experienced the greatest progress ever made in a single year. More than 500 acres are estimated to have been set out to deciduous fruits and almonds, with the Banning water right for irrigation. To meet the increased demand for irrigation many improvements have been added to the equipment of the Banning Water Company, including pipe lines, wells and tunnels constructed at an expense of \$12,000. Work has also progressed rapidly on the power and irrigation plant of the Consolidated Reservoir and Power Company, which is diverting the Whitewater River to irrigate Banning apple land. The town has experienced steady growth in business houses and residences, and has secured several new enterprises. Modern cement block buildings to the number of three have been completed. About thirty residences have been built.

### BEAUMONT.

Beaumont has followed the impetus given to it in 1907 by the Beaumont Land and Water Company, and has made good progress along all commercial lines. Notable are several fireproof business blocks, a fine Odd Fellows' hall, a gas plant and twenty-five residences, some of which will compare favorably in cost and architecture with those of Redlands and Riverside and more pretentious cities. Beaumont being essentially a deciduous fruit district, efforts have been concentrated to force the young orchards to maturity, and it is in the wealth of apple and cherry enterprises that Beaumont has made the greatest showing this year. The Beaumont Land and Water Company has kept pace with the demand for water by sinking wells in Edgar Canyon and by installing at much expense the very latest machinery in the line of irrigation plants.

### KEEN CAMP—IDYLLWILD.

The country surrounding Keen Camp is attracting the attention of those desirous of owning apple orchards. During the past summer initial steps have been taken by a number of parties who will secure mountain homes in the forest reserve. The Keen Camp Hotel and resort changed hands last spring, J. M. Keen and wife, pioneers in the San Jacinto mountains, having conducted resorts here for a quarter of a century, selling their interest to Percy Walker.

The ownership of Idyllwild also changed hands during the past summer. The new owners subdivided a portion of the mountain resort and have placed it on the market in lots of from one acre up. The result is that numerous parties have purchased sites for mountain homes at Idyllwild with the intention of building there in the near future.

Completion of the famous Banning-Idyllwild mountain road is also an important event of the past summer. This grade gives Idyllwild a direct passenger service from both the Southern Pacific and Santa Fe, passengers over the latter road taking stage from San Jacinto, while those of the Southern Pacific leave the railroad at Banning for a thirty-mile automobile drive to the mountain resort. Below Idyllwild the Ramona Power and Irrigation Company has continued work throughout the year, running surveys, clearing lands, securing water measurements of the different streams and doing other preliminary work preparatory to actual construction work on the irrigation and power plant.

### WINCHESTER—AULD—LAKEVIEW.

The discovery that an exceptionally large underground water supply exists at Winchester was made more than a year ago. During the past year the sinking of wells and the installation of pumping plants has continued actively. In this section many acres have been planted to eucalyptus trees. Hundreds of acres are now in splendid growing condition and the young groves give every evidence that the country is well adapted to eucalyptus culture. Surrounding Winchester building has been quite active and farm property has steadily increased in value now that the irrigation problem has been satisfactorily and economically solved, this fact is responsible for the substantial growth in population and the steady advance in land values.

Auld is the principal wheat growing section of Riverside county. The past year has witnessed a marked upward tendency in the price of land, in some instances the advance has been equal to 100 per cent. Situated some ten to fifteen miles from the railroad, the country is largely given over to grain farms of

considerable size, although there are a few wells being sunk with the thought of providing a water supply that will make possible diversified farming. Returns from the year's crop just closed have added materially to the prosperity of ranchers.

The little village of Lakeview, brought into life a dozen years ago by enthusiastic Chicago promoters, grew rapidly at first, and then for several years lay dormant. During the past year the successful growing of sugar beets in the lower part of the San Jacinto Valley has given renewed activity to the section, land values have increased and the whole community has taken on an air of prosperity. Experiments during the twelve months past have demonstrated that an abundant underground water supply exists. In the San Jacinto Lake bottom an artesian well delivers also a perceptible amount of natural gas. This discovery has caused considerable excitement, and it is quite likely that a company will be organized to sink a deep well with the object of thoroughly testing the locality for natural gas.

### ELSINORE—TEMECULA—WILDOMAR.

Beside its famous Hot Springs, Elsinore is surrounded by resources which include vast clay deposits, granite quarries, citrus and deciduous fruit, alfalfa, olives with the largest olive press in the State and an immense cannery, a picturesque lake stocked with game fish and covered in season with water fowl. The sulphur springs are a mecca for health-seekers and hotels have been full throughout the summer season. Over 355 inches of water have been developed during the year from three wells and a fourth is under way. Experts say that the water supply is practically inexhaustible. Shipping has increased 55 per cent., passenger traffic has grown and building is active. A postal savings depository has been established and High School attendance has almost doubled.

Temecula is a prosperous grain-growing country and is the Santa Fe terminus. The Wildomar section is especially adapted to olive culture.

### CORONA.

The issuance of bonds for the erection of a \$25,000 city hall and for the purchase of fire apparatus at an expense of \$4000 is an indication of the civic progress of Corona during the year. A modern, fireproof hotel to cost not less than \$40,000 and a fine business block are among the immediate improvements of the future. The hotel will occupy a site covering a quarter of a block which was bought in November for the purpose for the sum of \$10,000 by E. H. Jamieson. The same investor purchased a corner opposite, for which he paid \$12,500, on which he will erect a business block. The Temecula Water Company has let the contract for laying 3400 feet of thirty-inch reinforced concrete pipe in their siphons near Lee Lake. During the month of October last the shipments from Corona amounted to 427 cars—an increase of 259 cars over the corresponding month of the previous year.

### COACHELLA VALLEY.

Coachella Valley, located at the northern end of the famous Salton Sea, is leading the entire United States in the development of an industry destined to become famous—the date industry. The government for several years has maintained at Mecca and Indio experimental date gardens. These have proved the adaptability of this valley to date culture, and ranchers in all parts of the district have foreseen the certainty of a rich field in this direction and are developing date gardens in various sections of the valley.

Coachella Valley, like its neighbor, the Imperial Valley, has demonstrated its special fitness for cotton growing. This is the second year that cotton has been grown here on a commercial scale, and the results are so gratifying that it is certain the industry will develop into large proportions. One cotton gin has been erected and another is arranged for. The citrus fruit industry has proven a success. It has had rather slow development, but the ensuing few months will bring about extensive plantings here of orange and lemon trees. Indio, Coachella, Thermal and Mesquite, the towns of the valley, have each made development during the year. New cottages and business buildings have been erected in each town.

A Union High School for the valley has been established at Thermal, and new public schools have been erected at Thermal and Indio.

One of the important moves for the development of Coachella Valley has been the opening of the Southern Pacific Railroad lands to public sale. Heretofore all these lands have been off the market.

### PALO VERDE VALLEY.

As the valley of the African Nile saw the first great civilization, it may be no dream to say that the valley of the American Nile may see the last and greatest. The Palo Verde is but one of the fertile deltas of the Colorado. It is but four years since an irrigating system was started. Over 12,000 acres have been watered and canals and laterals have been extended as far south as Rannells. In April Mr. Holt, of Imperial fame, cast his lot here and brought the golden promise of a railroad. Preliminary surveys have been made and a brief extension of time asked for. The decision of the Secretary of the Interior has not been made on the "Swamp and Overflow" case and but little progress can be made until this decision and the railroad become a realization. Large acreages of alfalfa and barley are in. Over 600 acres of cotton necessitated a gin and L. E. Sraak has erected one of large capacity, at Hythe. J. A. Benson is head of the Hythe-Rannells Byck Company, and two lines are under way for brick blocks in both places. Hythe is growing rapidly and values of all kinds are moving upward. Graded and shaded streets add much to its attractiveness. Rannells is also building substantially. Mesquite has been born and has a store and postoffice.



## Colonists Seek Homes in San Diego County.

### WEALTH AND POPULATION SOAR.

THE wealth of San Diego city and county in 1910 was increased by millions. In the golden march of progress of California counties, facts and figures show that San Diego was in the front rank. Particularly is this true of the influx of new capital. Of the \$5,000,000 spent for buildings two-thirds was brought into the county by those of the North and West who came here and established homes, hence San Diego's bank clearings showed larger gains in percentage than any other city in the State. While many new industries were established the output of necessities for existence was so inadequate that commerce with outside communities developed beyond comparison. This caused increased business for the transportation companies, both rail and water. To meet the increased traffic in freight and passengers the railroads were compelled to put on additional trains. The water transportation companies likewise found it necessary to add boats, while several new steamship companies found it lucrative to enter in the competition for water traffic. While business in mercantile lines multiplied as fast as new buildings could be provided to house them there was not a failure of note. Bankruptcy was unknown. "Push ahead" was the byword of every enterprising San Diegan, whether merchant, professional man, banker or plebeian. The result of such a spirit is a magnificent city whose growth each day in the year is phenomenal. The story of San Diego's progress in the last year as told in comparative figures is a revelation.

#### SAN DIEGO SWELLS IN SIZE.

San Diego's city population in 1910 was 39,575; 1911, 42,000; county population in 1910 was 61,000; 1911, 75,000. The county tax assessment in 1910 was \$41,815,000; 1911, \$57,000,000. San Diego's city tax assessment in 1910 was \$43,299,019; 1911, \$50,000,000. San Diego's lands in 1911 cleared \$100,000,000, an increase of more than 40 per cent. The bank deposits in 1910 were \$11,000,000; in 1911, \$14,000,000. The postoffice receipts in 1910 were \$146,000; in 1911, \$165,000; exports of the local customhouse in 1910 were \$1,051,588; in 1911, \$1,700,000; imports in 1910, \$865,784; 1911, \$900,000. The customs collections in 1910 were \$143,385; in 1911, \$150,000. In 1910 the lumber shipments to San Diego were 60,000,000 feet; in 1911 the shipments received were more than 90,000,000 feet. These figures are from the books of the steamship companies, by which transportation all the lumber used in this county is received. The number of vessels entering and leaving this harbor in 1911 was 50 per cent. greater than last year. The increase is in the number of passenger and freight steamers and in freighters exclusively. With the construction of a seawall, new concrete docks and belt railway, contemplated early in 1912 the shipping facilities will be vastly improved, thereby insuring the coming of new lines of steamers from the Atlantic Coast upon completion of the Panama Canal. When the proposed improvements are completed San Diego will have eleven miles of docks and 1000 acres of reclaimed tidelands to be leased for factory sites. In addition to the improved facilities for transportation by water, rapid progress is being made in the construction of the San Diego and Arizona Railroad to Yuma. Over sixty miles of track through Mexican territory have been laid. Construction is now in progress in Imperial county where gangs are at work erecting bridges over the New River and laying track west from Seeley toward the San Diego county line.

#### PANAMA-CALIFORNIA EXPOSITION.

In the year 1910 San Diego residents raised more money per capita for development purposes, and in shorter time, than any community of three times its population has ever accomplished in the history of modern times. This includes \$1,000,000 for the Panama-California Exposition; \$1,000,000 for harbor improvements; \$1,000,000 for permanent improvements to the city-owned park; \$300,000 for a polytechnic high school; \$1,250,000 for a system of highways; \$150,000 for a Y.M.C.A. building and \$150,000 for extensions of the sewer system. The city also has in contemplation the purchase of the source of water supply, which will entail an expenditure of several million dollars, and \$500,000 for additional harbor improvement.

The year 1911 was the beginning of actual construction of the buildings for the \$5,000,000 exposition to commemorate the completion of the Panama Canal to be held in 1915. In November the contract was let for the erection of the Administration building to conform to the typical Spanish architecture. The Panama-California Exposition in San Diego will attempt to mirror all of the romance that still clings to San Diego and early California. This exposition is to be something different from others. In order to preserve the romance and flavor of the early days the permanent buildings to be built in Balboa Park to house the exposition will form a Mission city, all structures to be of Spanish-Colonial type, the architecture which the Mission Fathers aimed at in the building of the twenty-two missions of California. This product of the artistic and utilitarian purpose of the padres, which is to be the basis of San Diego's exposition, is to be built under the direction of Bertram G. Goodhue of New York and Frank P. Allen, Jr., who have established offices here.

#### BUILDING RECORD.

San Diego in 1911 invested more than \$5,000,000 in new buildings. This is \$1,000,000 more than was expended in 1910. The records of the building inspector show that more than 2000 permits were issued. Of this number 1500 were for residences and apartment houses. This number and the values represent buildings completed and those in process of construction on January 1, 1911. In number and values hotels and apartment-houses lead. Completed this year were the following: McMurtrie-Burnham Hotel, cost, \$150,000; Crane Brothers, eight stories, \$120,000; Manhattan, by Mrs. Carrie Dalton, three stories, \$40,000. One

of the biggest hotel projects undertaken and on which work is in progress is a six-story concrete structure, covering an area of 100 by 200 feet, being erected for John D. Spreckels and W. H. Hannam at a cost of \$350,000. The Detroit is a three-story structure completed by Charles Engebretsen at a cost of \$40,000.

Among the many notable improvements of the year are buildings of a public and semi-public nature. Completed are two theaters: the Savoy erected by Palmer Brothers, cost \$120,000; the Mirror by Fulkerson & Edwards, \$90,000. Projected and on which work is now two-thirds finished is the theater and office building of John D. Spreckels, six stories and covering a ground area of 200x200 feet, costing \$750,000. Projected is another theater to be built by the Central Amusement Company at a cost of \$100,000.

Educational advancement also keeps pace with other progress of the community. Plans are completed and work started on a group of high school buildings to be devoted to polytechnic purposes, the group to be of native granite and to cost with equipment \$200,000. The trustees of the San Diego State Normal have completed improvements to the building and the campus costing \$25,000 which sum was appropriated by the last Legislature.

The church growth of the city has been almost phenomenal. The church membership in 1911 increased 5000. The membership is now claimed to be more than 15,000. New structures equipped and dedicated in the year include the South Methodist, reinforced concrete, costing \$80,000; Unitarian, brick and plaster, \$35,000; Logan Heights Congregational, brick and cement, cost \$25,000. Projected is the new edifice to be erected at a cost of \$150,000 by the First Presbyterians. Work has been started on a building for the Y.M.C.A. to cost with equipment \$150,000.

Buildings of a public nature completed include a new county hospital costing \$50,000; a new hall of records costing \$50,000. Building are a county jail to cost \$60,000, and a city jail to cost \$30,000. The value of all property owned by the county is \$750,000.

In business blocks for mercantile firms great strides forward are shown. The largest undertaking of the year is the construction of the George W. Marston department store to be ready for occupancy soon after January 1. It is six stories, of reinforced concrete, occupying a site 100x200 feet, the cost of the building being \$350,000 and the furnishings \$150,000. Another structure about ready for occupancy is a three-story front of pressed brick erected by the Ernsting Jewelry Company at a cost of \$80,000. The Union annex was erected at a cost of \$80,000 by John D. Spreckels, as an extension of the six-story reinforced concrete Union building, which now has a 200 foot frontage. Hans Petrowskowi has completed a three-story building with white pressed brick front at a cost of \$25,000.

#### MANUFACTURES ALMOST DOUBLE.

San Diego last year increased its output of articles included in the list is a shoe factory with a capacity of 500 pairs a month, occupying a three-story brick building equipped with the latest improved machinery. An olive oil company erected at Old Town a building fifty feet wide by 200 feet long, two stories. The output was increased 25 per cent. The Armour Packing Company enlarged its business by erecting a building 50x100 feet. Plans are maturing for centering all local abattoirs in one stockyards district. The undertaking represents a capital of \$500,000. A factory for canning sardines enlarged its capacity three times, erecting new buildings at La Playa. By enlarging its plant a local brewing corporation increased its output 20 per cent. Two corporations have bought sites for additional breweries, the combined capital to be invested representing \$500,000. A company that manufactures hardware specialties inaugurated a business in a new building with all the latest machinery, the capital invested being \$20,000. The McCormack Lumber Company of San Francisco has invested \$500,000 in a plant and one of the largest lumber mills to be found on the Coast is being erected here.

#### HOME-SEEKERS FLOCK AND VOTERS INCREASE.

All former records for transportation in 1911 were broken. The railroad shipments in and out of San Diego increased more than 100 per cent. In passenger traffic the number of persons entering the city averages 300 a month. In the September-October, 1911, period of fall colonist rates the average arrival of home-seekers was 200 families daily. Often the number was as high as 300. The Santa Fe records show that during the year 200 cars of household goods were received. The increase in school attendance was 1200, requiring twenty-five additional teachers. The increase in voting population of the city, not including the women who were allowed to register, was 2500, making the total city registration 12,500 and that of the county 16,000. These figures show that the city increased in population more than 5000.

Realty transactions for the year number more than 25,000. Deeds filed in the county recorder's office average fifty a day or a total of 15,650 for 300 days in a year. Among important realty deals of the year were the sale of the New York Hotel block, by Masten & Kendall to Henry Timken for \$200,000, a one-half interest in the Otis block, by U. S. Grant, Jr., to Henry Timken, for \$150,000. The Timken estate the coming year intends to improve both these corners with eight-story reinforced concrete office buildings. Options are in escrow on a site 100x100 feet whereby Joseph W. Seton, Jr., representing a syndicate, will acquire it for a twelve-story reinforced concrete office building. Louis J. Wilde has had plans drawn and early in 1912 will begin the erection of a twelve-story reinforced concrete medical office building. L. J. Wilde sold to F. Murray of Montana the Frances Apartments, a three-story brick and plaster family hotel, for \$110,000.

#### FRUITS AND FISHERIES.

The productive wealth of San Diego county exclusive of manufactures and imports for 1911 approximated more than \$10,000,000, or \$155 for every woman, man,

and child living in the county. The product of the apple orchards has taken first prizes in competition with more renowned brands of the northwest. The output for 1911 increased 10 per cent. With the completion of the San Diego and Arizona Railroad the shipments will be largely increased. Strawberries increased in value in some instances from \$700 to \$1000 per acre. Grapes yield in five years nine and one-half tons to the acre, selling from \$16 to \$25 a ton for wine grapes and \$30 to \$40 a ton for table grapes. Lemons yield from 100 to 600 boxes per acre, selling from \$1 to \$4 per box. Oranges yield from fifty to 300 boxes to the acre, selling at \$1 to \$2 per box. Olives yield from one to three tons per acre, selling at \$40 to \$150 per ton. The olive crop for 1911 will yield almost \$1,000,000. Pears yield from 200 to 800 boxes an acre and sell at \$1.50 to \$2.75 per forty pounds. Apricots yield from 200 to 750 boxes an acre and sell at 75 cents to \$1.50 per thirty pounds. Peaches yield from 100 to 900 boxes an acre and sell from 60 cents to \$1.50 per thirty pounds. Cherries yield from 500 to 1000 pounds the acre and sell from 5 cents to 10 cents a pound.

Four hundred acres of lemon groves in 1910 produced \$325,000, net. The value of the 1911 output is estimated at \$1000 to the acre. One tract of ten acres produced an average of twenty-two and one-half tons to the acre, 530 boxes, or one and one-half cars, 536 pounds to the tree.

San Diego fishermen supplied the market last year with 3,500,000 pounds valued at \$175,000. San Diego county produces more honey than any other locality in the United States. The product sells at 10 cents a pound and the output for 1911 was worth \$50,000. A colony of bees produced as much as \$1000 worth of honey a year.

#### CORONADO'S PROGRESS.

Coronado gained so rapidly in population during 1911 that houses were in absolute demand. The value of building permits issued this year aggregates \$150,000. The principal buildings erected were one for the branch of the Bank of Commerce and Trust Company costing \$12,000, a building for the fire department costing \$10,000 and a new residence for Rear-Admiral Uriel Sebree, retired, costing \$20,000. Work has been started on a fireproof store building for F. B. Moson, a capitalist of Arizona, to cost \$13,566. The city constructed seven miles of paving and sidewalks, two miles of sewer extensions and added a chemical automobile to the fire department.

#### ESCONDIDO.

Escondido's development has been especially noteworthy in the building line, exceeding that of any previous year. With an additional lumber company in the field doing a lively business, the old company has three times its former business. Reinforced concrete and brick blocks and a modern grain mill and about 100 dwellings have been built besides four new churches and one so remodeled that it is practically new. About 300 acres was set to citrus fruits and over 600 to muscatel grapes. The valley now has about 1000 acres in citrus fruits and this year's crop is estimated at 275 carloads, representing about \$235,000. The permanent improvement of the Mutual Water Company has been continued at an expense of several thousand dollars, and a mile of street paving, the first ever undertaken here, is being completed at a cost of about \$40,000. A large number of streets will be graded during the coming year and considerable cement sidewalk and curb has been built. Electric light and gas systems have been extended and the telephone company is spending about \$25,000 in improvements and will occupy for the next five years a building erected for its exclusive use. More than twenty miles of cement main for irrigation purposes has been made by the two local manufacturers. Outgoing express shipments have been made at the rate of 180,000 pounds per month, with notable gains in freight shipments. Butter sales aggregate \$75,000; chickens, \$25,000; eggs, \$50,000, while 8000 tons of hay and 50,000 sacks of grain were raised. Dairying is stimulated by the development of more water and planting alfalfa. A poultry association with a membership of fifty has been organized and a produce company, established during the year, paid out during the fruit season an average of \$5000 per month for Escondido products shipped to San Diego and Los Angeles.

#### OCEANSIDE.

Important to Oceanside is the success which has attended the experimental planting of 150 acres of sugar beets on the Santa Margarita ranch the past season, and which insures the planting of 2000 acres on the ranch and in the San Luis Rey Valley the coming year, and ultimately the erection of a sugar factory in Oceanside. Between 5000 and 6000 acres will be planted to beans the coming year. This year's crop is estimated at 70,000 sacks. During the year \$20,000 has been expended for the improvement of the municipal water system, and \$15,000 has been voted by the district for the erection of a high school building in Oceanside. A bulkhead, cement sidewalks and other improvements are being installed along the ocean front. The dairy products of the San Luis Rey Valley brought the producers \$50,000 for the year. The Chamber of Commerce has been reorganized and a railroad up the San Luis Rey Valley to Warner ranch and hot springs is among the possibilities.

#### FALLBROOK AND RAMONA.

Fallbrook, the center of a rich farming community, has reorganized its Chamber of Commerce and entered upon a campaign of publicity which is expected to bring additional people to the country. The demand for olives, which grow abundantly here, has given the producers much encouragement. One of the growers, Dr. Charles Pratt, has installed an olive oil factory.

In the number of its residences and the improvement of its fine ranches, Ramona, in the heart of the rich Santa Maria Valley, has made important gains the past year.



## San Bernardino County, Mother of Irrigation.

### WATER IS THE MAGIC WAND.

**W**HEN the San Gabriel mission fathers over 100 years ago established an outlying post in San Bernardino Valley and dug a zanja to bring water from the mountains, little did they realize that the future San Bernardino county would become known throughout the land as the "mother of irrigation," or that a people with an income of \$20,000,000 annually would inhabit the land.

From that first zanja, irrigation commenced in this State, and San Bernardino has led the van in extending this method of cultivating crops. Not only has the county two of the largest irrigation systems in use—that of the Bear Valley Mutual supplying all the eastern and northeastern end of the San Bernardino Valley, and the Riverside Water Company, upon which the prosperity of Riverside is founded—but a third, the Arrowhead Reservoir and Power Company, is fast nearing completion.

Irrigation development within the year has been immense. Through the completion of a system installed by the Fontana Development Company, thousands of acres lying between Lytle Creek and Bloomington, including the Rialto territory, are brought within reach of water; in the Chino Valley irrigation systems and general water development have added thousands of acres to the producing column; Ontario, Upland, Cucamonga and all the west end of the county have seen irrigation systems extended or built anew; while in the Yucaipa Valley, above Redlands, in the Devore region at the mouth of Cajon Pass, in the Colton region, and on the opposite side of the mountains, on the desert, irrigation systems have been installed or work for extensive installation is under way.

It is estimated that in the citrus belt of the county 6000 additional acres have been set to orange and lemon trees. This county ships one-fourth the orange crop of the State, being the largest citrus fruit shipper of any county in the State. The income from citrus crops this year is estimated at \$8,750,000. Probably 5000 acres of new citrus groves came into bearing within the year. Deciduous fruit trees have been extensively set, Ontario claiming a goodly increased acreage in peaches, and Colton adding to the peach orchards along the Santa Ana River, while farming development has been general in the Yucaipa. On the desert 600 acres were set to apples during the year, and between 1000 and 1500 acres were sown to grains and alfalfa.

The San Bernardino Mountains abound in building stone, cement, clay, marble and the precious metals, while the desert regions are rich in minerals of all kinds. Large and small interests are developing these resources. One feature of the year has been the investments by the Schwab and Guggenheim interests in mining properties in the Dale mining district.

### SAN BERNARDINO CITY.

San Bernardino, the county seat, has a population of 17,500. Since the municipality adopted its present system of paved streets the population has increased by leaps and bounds. Commencing two years ago with the construction of paving along only the main thoroughfares, the city's scheme has been enlarged by private property owners, until, with the closing of the present year, the city boasts fourteen miles of permanent roadwork, at a cost of over \$275,000, together with over ten miles of cement sidewalk and curb, costing about \$40,000. Several miles of paving are now being added to that already completed, while contracts will be let for miles more before the new year is far advanced. In addition, the city has installed a new fire alarm system, covering the entire town, added a second fire station, and purchased an auto fire truck, doubled the number of fire hydrants, and practically rebuilt the water system, besides adding a new source of water supply in securing an entire mountain to the north of the town, on top of which an immense reservoir is under construction. Two wells, with a capacity of 250 inches, have been developed on the new tract, and are now furnishing water to the northern residence section. During the year the new Santa Fe machine shops have been completed, giving San Bernardino the largest repair shops on the system west of Topeka. This has doubled the number of mechanics employed. The company's monthly pay roll, including all departments, together with the transportation department and offices, now reaches close to \$100,000. The city has been made the central distributing point for the Southern Sierras Power Company, which is now building an immense distributing plant here, costing \$50,000. Building improvements, including hundreds of residences built within the year and now under construction, will come close to \$1,000,000. One splendid token of public spirit was exhibited during the summer, when, within a few weeks over \$90,000 was raised by popular subscription to build and equip a Y. M. C. A. building. Besides several business blocks completed during the year, or greatly enlarged, a \$30,000 edifice for the Church of Saint Bernardine de Siena has been built, and just opposite this beautiful structure ground is being broken for the Y. M. C. A. building.

Last year San Bernardino held its first National Orange Show, which was a tremendous success. Citrus fruit growers from all over Southern California sent exhibits. Thousands of feet of floor space was given up to fruits and a separate exhibit displayed the machinery and implements used; from the setting out of a grove to the shipment of the ripened crop. Thousands of visitors were attracted to the city, and the neighborhoods represented profited. This led to the organization of a permanent association to manage these exhibits annually. The next National Orange Show will be given during the week commencing February 19.

### RIALTO.

Rialto is now a city of the sixth class. At a special election held in October the residents of the

town voted to incorporate. By this means Rialto becomes self-governed, and already a hustling Chamber of Commerce is reaching out to grasp the larger possibilities opened to the community. Building and realty activity has been marked throughout the year. Sales of business and residence lots and developed and unplanted lands in the town's environs have reached a high total. Rialto growers divided over \$1,000,000 in returns from last season's crop of citrus fruits. The completion of an extensive irrigation system by the Fontana Development Company, and the subdivision of several thousand acres of citrus land owned by the corporation have been the means of extensive horticultural development, and have resulted in drawing to the section an increasing number of home-seekers. Rialto will soon have connection by electric railway with the county seat and with Los Angeles.

### REDLANDS.

Redlands, pre-eminently the home of the orange, last year raised its banner crop both in point of quantity and monetary returns, the total shipments for the season of 1910-11 being 4959 cars or 1,904,160 boxes, and the total net receipts for this bumper crop \$3,250,000. The fruit was of the best quality. A ten-acre grove set to 832 trees produced 7921 packed boxes. During the past year about 1500 acres came into bearing and about 400 acres were set to oranges.

The notable public and semi-public achievements of Redlands within the past year include the erection of a new Elks' building at a cost of \$50,000 on lots purchased at a cost of \$18,000; the voting of \$85,000 worth of bonds for the purchase of a twenty-seven-acre wooded tract for public park and playground purposes; the completion of two polytechnic buildings at a cost of \$85,000 to be used in conjunction with the \$100,000 High School; the completion of the new Bear Valley dam at a cost of \$135,000, thus giving the Bear Valley Mutual Water Company a capacity of 44,000,000,000 cubic feet; the securing of nearly the whole of the \$10,000 bonus required to get an extension of the electric car line from the center of town to the University of Redlands, with buildings valued at \$165,000 and grounds at \$70,000. During the past year a home for its president has been built at a cost of \$14,000 and \$6000 has been spent on the improvement of its campus and new furniture and equipment for its buildings.

Redlands has a population of 11,000 people, its increase for the past ten years having been 118 per cent. or the eighth greatest in the State. During the past year the total bank deposits, both commercial and savings, passed the \$4,000,000 mark. The past summer has been the best in the city's history in point of real estate transfers, both orange acreage and city property having been in strong demand and at good prices. Building has been steady throughout the year, an unusually large number of attractive bungalow homes having been erected.

### UPLAND.

From this favored district last season, about 4100 cars of citrus fruits went forward, returns for which totaled slightly over \$3,000,000. Accurate estimates of this season's crop are within 10 per cent. of last year's "bumper" crop. Some 600 acres of citrus trees have been set during the year. Building permits for 1911 total about \$125,000. A splendid shoe factory and a good foundry are among new assets here. Upland has united with Ontario to build Chaffey Union High School, a polytechnic institution than which few in Southern California will be finer. A city of churches, schools and homes, Upland appeals to the home-seeker, while its advantageous location spells the success, in highest degree, of citrus culture. The last census, a private one, gave Upland a population of 3000, a gain of 750 over official count a year previously.

### COLTON.

Colton has the largest icing plant in the world, erected at a cost of \$1,000,000 and with a capacity of 300 tons daily. It covers seven acres of ground and is owned by the Pacific Fruit Express Company. Its storeroom holds 2300 tons. Ice is supplied to Los Angeles and as far east as Phoenix. The Southern California Gas Company is now erecting a \$75,000 plant, making Colton the distributing point for this valley. Other large business concerns located here are the Globe Milling Company, the California Portland Cement Company, which has a large plant at Silver Mountain, a natural formation of marble and lime; the Gregory Fruit Company, which has a large canning establishment; four fruit exchanges, one of which is the finest of its kind in the State. Colton has a population of 5000 and is a railroad center, with the Southern Pacific, the Salt Lake and the Santa Fe lines passing through it.

### HIGHLAND.

Among the districts devoted wholly to the culture of citrus fruits is Highland. Its growth and prosperity have been continuous. Last year the district shipped 1850 cars of citrus fruit which returned the growers \$817,000. It is estimated the output will be greater this year. Highland has hourly car service with San Bernardino and Redlands, street lights, electricity, gas, excellent water system, good schools and churches and Chamber of Commerce.

### CHINO.

Chino has, during the year, voted \$40,000 bonds and purchased its own water system, and more houses have been constructed than ever before. Improvements in the way of cement sidewalks, curbing, street grading and the extension of the electric street-lighting system have been constantly carried on, and the former little sugar-beet town is assuming the character of a municipality. The population is about 3000, the deposits of the Chino State Bank are \$200,000. The large industrial plant—the American Beet

Sugar Company's factory—paid out this year about \$1,000,000 for sugar beets and the business is so profitable that the building of an addition to the factory at a cost of \$130,000 is contemplated. An expensive plant for the drying of beet pulp has been successfully operated in conjunction with the factory.

### ONTARIO.

Ontario building permits for the year totaled \$634,850 and bonds were recently voted for the new Chaffey High School building to be erected early in the coming year at a cost of \$300,000. A complete municipal water system has been installed at an expense of \$175,000 to supply her 7000 people with water. Citrus fruit growers received \$2,500,000 through the Ontario-Cucamonga Fruit Exchange and 3481 carsloads were shipped. Besides this a large quantity was shipped through independent packers. Postal receipts increased nearly \$3000 over last year and the Pacific Electric Heating Company, which is one of the chief industrial concerns of Ontario, so increased its business as to employ over 500 men and women. Ontario has six grammar schools, besides the High School, and a Live Chamber of Commerce.

### CUCAMONGA.

Cucamonga packing-houses paid to fruit grown last year almost \$400,000 for oranges and lemons; 400 tons of peaches were shipped; 43,500 tons of grapes were crushed for wine and 790 tons of raisins were exported, to say nothing of the tons of table grapes. The government has an experiment vineyard of 50 varieties of grapes at Cucamonga. The bank increased deposits last year was \$50,000, and \$134,000 was expended in new buildings, eleven of which are business houses. An irrigating pipe system was installed by a local firm at an expense of \$40,000, and the Santa Fe railway reports an increase in tickets alone of over \$6000.

### ETIWANDA.

Etiwanda took the banner prize for oranges and lemons last year at the National Citrus Show. There are 400 acres in this section set to citrus fruits, mostly young trees, and 1000 acres of raisin and table grapes from which were shipped during the year over 2000 cars of fancy table grapes to all parts of the United States, for which \$125,000 was received. Other fruits shipped included raisins, \$40,000; oranges, \$30,000; lemons, \$18,000; apricots and peaches, \$3000.

### BLOOMINGTON.

The Pacific Electric Railway, building out from Los Angeles, is now right at Bloomington's back door. Rights of way are being secured, and it is expected construction work will commence early in January. Another electric railway is headed this way from Crestmore and Riverside. With the rapid development of the community's fruit-growing resources the population has been growing by leaps and bounds. Several thousand acres of rich agricultural and horticultural land has been subdivided during the year and placed under a splendid irrigation system.

### BARSTOW.

Barstow lies within an extensive irrigation belt surveyed during the year, and promising ample water to place every acre under cultivation. Hundreds of home-seekers have filed on land, and a wide area is being sown to alfalfa and grain. During the spring it is planned to plant upward of 2000 deciduous fruit trees. Development for oil near Barstow has progressed steadily during the year, and several new business structures have been added to the commercial district. The Santa Fe Railroad Company is now engaged in greatly enlarging its shops and mining development has brought an increasing volume of trade to the business men.

### NEEDLES.

Mining and agricultural development have tended to bring prosperity to Needles, known as the desert metropolis, and it has become the business center for a very wide mining district, extending across the Colorado River and far into Arizona. Needles is now the site of the largest ore smelter in the desert and from hundreds of miles ore is shipped in for treatment. The Santa Fe Railroad Company has greatly increased its shop facilities, employing a much larger force, the monthly pay roll representing a handsome asset for the community. Building activity has been marked during the year, many attractive homes and several new business structures of a permanent character being built. About Needles, along the Colorado River, thousands of acres are being opened to agriculture.

### DAGGETT-OTIS.

It is estimated that close to \$1,000,000 has been expended during the past year in the development of mining properties in the Daggett region. Much of this vast sum has gone toward the installation of modern machinery to work the mineral-bearing ore. The activity in mining development has tended to create a trading center of some importance, as well as a railroad point handling an ever-increasing number of freight and passenger trains.

In the Otis section, along the San Pedro, Los Angeles and Salt Lake, mining and farming are contending for supremacy. It has been found that ample supply of water can be obtained at sixty feet, and many pumping plants are being installed.

### VICTORVILLE—HESPERIA—ORO GRANDE.

Water development in this section has transformed the erstwhile desert and the splendid soil responds promptly to cultivation. Apple orchards returned goodly crops, encouraging the setting out of several hundred additional acres. Home-seekers have come in, resulting in extensive clearing of land and an immense grain crop for the year.



## Santa Barbara County Builds Great Highway.

### RINCON ROAD TO LOS ANGELES.

WITH an ever-increasing population, a steady expansion of agricultural pursuits, improvements of highways and the expenditure of vast sums in the erection of buildings both for business and residential purposes, Santa Barbara county is in the heyday of its progress and is enjoying prosperity that exceeds the dreams and predictions of its most optimistic citizens.

Known from coast to coast as ideal from the standpoint of climate and picturesqueness, the city and county of Santa Barbara are rapidly gaining an enviable reputation for other charms and attractions. One of these is a good roads system which has become almost a hobby of the citizens and which has been given impetus during the past year.

In addition to many thousands of dollars spent in the city of Santa Barbara and other towns of the county for the improvement of streets and highways, public-spirited men have devoted much time, energy and money to the completion of a highway that will give an all-the-year road between Santa Barbara and Los Angeles. This thoroughfare is known as the Rincon sea-level highway and is the one notable achievement of the year.

Realizing that the attractions of Santa Barbara are many and alluring, several leading citizens conceived a plan to induce more people to visit it annually. Hundreds flock there summer and winter by rail and steamer, but in the past the automobile traffic from outside points has been too small and it has been due solely to the Casitas Pass, a most dangerous, though panoramically beautiful route. Many motorists who really wanted to go to Santa Barbara hesitated because of their fear of the dreaded pass. To obviate or eliminate this obstacle it was decided that a sea-level road between Santa Barbara and Ventura was necessary.

The matter, which was fathered by Milo M. Potter of the famous Potter Hotel, Samuel Calef, a Montecito millionaire, and County Supervisor Harry J. Doulton, was taken up with the Supervisors of Ventura county and they finally agreed that if Santa Barbara would raise \$50,000 for the building of the road Ventura county would contribute a similar amount for the erection of a steel bridge across the Ventura River, thereby making the link between Los Angeles and Santa Barbara complete.

It was a stupendous undertaking because the county could not be legally taxed for the money and it was necessary to raise it by popular individual subscriptions. A vigorous campaign was instituted and within thirty days the entire amount was promised. Following this happy result, the Ventura county Supervisors made good and levied a tax sufficient to raise their part of the total fund. In consequence the preparatory steps toward the carrying out of the project are now going forward and it is expected that the highway will be completed early in the year 1912.

With this road open it is believed that the motor traffic will be increased several hundred per cent. and motorists living to the north and to the south will now choose the Santa Barbara route for their coastwise travel and as a result Santa Barbara city and county will benefit to a great degree. It is also confidently believed that this action on the part of the county will have the desired influence on the State highway commissioners in selecting a route between San Francisco and the South. As a matter of fact, Gov. Johnson has promised that the route will be given serious consideration and from other sources it has been learned that Santa Barbara's chances for a portion of the \$18,000,000 State road fund are extremely good.

### TUNNELS THE MOUNTAINS.

Another important achievement of the year has been the phenomenal progress made in the construction of the water tunnel which is being bored through several ranges of the Santa Ynez Mountains to bring water from the Santa Ynez River to Santa Barbara. The tunnel is to be more than three miles in length and will cost in the neighborhood of \$1,000,000. Santa Barbara people take great pride in comparing this project with the Owens River proposition in Los Angeles county. It is often remarked that in considering the sizes of Santa Barbara city and Los Angeles, the former is executing a plan which eclipses that of the southern metropolis.

Santa Barbara decided to tunnel the mountains to the Santa Ynez Valley seven years ago—before the Owens River project was even talked of—and has been everlastingly at it ever since. The tunnel is now nearly completed, the supervising engineer having promised that it will be finished and turned over to the city by next April.

Upon the completion of the tunnel, Santa Barbara will have a water supply sufficient not only to provide her citizens with all the water they need for domestic and commercial purposes but also to generate power for the electric plant and other business enterprises. It is expected that the water will soon pay for the tunnel and other expenses attached thereto.

### A BUILDING BOOM.

New buildings in Santa Barbara city and Montecito, the city's fashionable suburb, have been erected at an astonishing rate. New homes have gone up by scores in the prosperous country districts and in the city many business blocks adorn hitherto vacant lots, while the residences have been numerous and beautiful. In Montecito alone it is estimated that improvements aggregating close to the million dollar mark have either been made or contracted for. Upwards of \$500,000 worth of real estate in Montecito has changed hands and reports are constantly heard of the coming of more wealthy men to this pretty little suburb.

In Santa Barbara city work has started on the Normal School site which is to be one of the most artistic

spots in California. The Legislature last January provided upwards of \$100,000 for the erection of the school houses and the State architect now is finishing the plans. They have been approved by the Normal School trustees and there is no known reason for delay in the buildings. This school draws to Santa Barbara a large number of people and is considered a most valuable asset.

### CROPS, CLIMATE AND FISHERIES.

As an agricultural center Santa Barbara county ranks high considering the number of acres available for cultivation. There has been a notable increase in the acreage devoted to walnuts, beans and lemons. And the product is looked upon as the best on the market. This is particularly true of lemons, the climate and soil being well adapted to the cultivation of these trees. This county produces about 10 per cent. of the walnut output of the world and its bean crop ranks well with other counties of Southern California.

In the Lompoc Valley region practically the mustard output of the world is grown. To the uninformed this industry does not bear much weight, but when it is known that there are no other sections of the United States where mustard can be grown successfully and profitably and that the consumption of it is enormous it can readily be seen that it is of considerable importance to the country's welfare.

Grapes also are extensively grown in this county. In fact the largest grape vine in the world is to be found in Carpinteria, a few miles south of Santa Barbara city.

A signal increase also has been shown in the shipping industry of the county. It has become of such consequence that arrangements now are being made for making Santa Barbara a port of call for several of the large coastwise vessels in addition to the many smaller ones that now land here. Millions of feet of lumber are shipped into Santa Barbara county annually not to mention the vast amount of merchandise. The shipment of fruits and vegetables is mostly done over the railroad, but steamers are also preparing to take a portion of this business.

Santa Barbara has another important and growing industry in its fisheries. The channel is gorged with the choicest fish of the ocean and there are scores of people who make a livelihood from this source. The fish are shipped to Los Angeles and San Francisco, there not being a season of the year when the fish markets of the North and South cannot depend upon Santa Barbara fishermen to supply them.

Santa Barbara is blessed with a climate that has no peer. There are never any distressingly hot days in summer and none too cold in the winter. As a result the city has become noted for an all-season climate and is increasing the visiting population throughout the year. There was a time when the rich folk and tourists made it a point to visit Santa Barbara only in the winter, but the summers are so delightful that it is also rapidly achieving the reputation of a summer resort as well.

HORACE W. KARR.

## Ventura's Beans and Beets Beat the World.

### BRINGING IN THE BEANS.

BESIDES being known as the "Lima Bean County of the World," by reason of the fact that nearly three-fourths of the lima bean output of the world is produced within its borders, Ventura county is getting the reputation abroad as being the one county in the country in which no land is for sale, which latter statement is true only in a measure. There is little for sale at a low price. The lima bean producing lands are those most sought after and these lands have a price put upon them of from \$350 to \$500 per acre. Held at \$400 per acre they pay a good interest on the money. The owners do not want to sell for the very simple reason that their money could not be better invested in government bonds. When an owner of a bean ranch comes to the other side and his estate is settled it is found that his neighbor is ready to annex his holdings of land at most any figure the court puts upon them.

### BEANS BREATHE SEA BREEZES.

There are some 60,000 acres of lima bean lands in the county, but the bean limit goes no farther inland than sixteen miles. The lima fares best near the coast, where it gets freely the ocean dew, fogs and fresh salt breezes. On these the lima feeds and needs no moisture after it is planted May 1. As with all legumes, it enriches the soil by drawing nitrogen from the atmosphere and depositing it about the roots of the beans. Land which has grown limas for twenty-five years is found to be richer and produce better with each succeeding year. No fertilizing whatever is necessary.

The past year close to 1,000,000 sacks of lima beans were produced in the county, including the blackeye, a kind of pea-bean which finds much favor with eastern dealers as garden bean in the Southern States.

### CITRUS FRUITS, OIL AND WINE.

The county is one of the smallest in Southern California, but is known as one of the greatest in the way of the production of diversified crops and fruits. Its dependence is not alone on beans, for it will produce anything in its genial climate which can be produced in any section of Southern California. The past year there was produced 225,000 boxes of lemons. This industry is a growing one, many new acres having been planted to lemons the past year. Of oranges there were 140,000 boxes of a superior quality. Petroleum, which much capital is being now put into the oil fields, which constitute a vast mountainous territory in the eastern and northeastern section. The apricot orchards of the county turned out 5,000,000 pounds of the dried

fruit this year. The growers have formed an association to handle their own fruit and it is being packed in the county this year instead of going into the hands of middlemen as in past years. The output of English walnuts this year will exceed 3,000,000 pounds. The nuts are of excellent quality. Seven wineries in the county produced 50,000 gallons of claret wine. The fish catch in the channel waters amounted to 1,600,000 pounds. Butter 75,000 pounds. Beef cattle 15,000 head. Honey 500,000 pounds. Sugar beets 187,000 tons.

### VENTURA CITY.

The county seat is Ventura, a thriving and up-to-date city of 3000 people without saloons, with twelve miles of paved streets and cement walks and gutters, electric lighted, water and gas, good churches, including the old mission church of San Buenaventura, founded in 1782 and still in excellent preservation and used by the Catholics of the community as a place of worship. A new courthouse is building to cost \$250,000 and a new high school to cost \$75,000, on a tract of fifteen acres, is also in course of construction. The city contains several factories, is on the main coast line of the Southern Pacific, has a good wharf and sea communication with the balance of the world. Ventura is beautifully situated beneath the hills, facing the sea, and its climate is considered as peerless.

### THE OJAI VALLEY.

Sixteen miles from the sea in the Ventura River Canyon opens another valley, known as the Ojai (pronounced Oh-ai) in which is the town of Nordhoff. The Ojai is famed as a winter resort and contains many homes of rich easterners who spend their winters in the beautiful oak-covered spot. The valley produces an excellent quality of oranges, and has good schools, a fine high school building having just been completed. Where the Ventura River flows from the mountain into the Ojai begins the rugged and picturesque Matilija Canyon, a location famed for its hot springs resorts, there being several of them in the canyon patronized each summer by large numbers of health and pleasure-seekers. Some of the hot springs are noted for the curative properties of their waters.

### SANTA CLARA VALLEY.

On the east side of Ventura city begins the great Santa Clara Valley, through which flows the Santa Clara River. This valley is a wide stretch of land where it opens to the sea and constitutes the principal farming section of the county, and is where the great crops of lima beans are raised. It narrows as it stretches back into the interior, but is exceeding rich

and productive its whole length through the county of over fifty miles.

### PIRU AND FILLMORE.

A few miles from Camulos towards the sea lies Piru, a lively little railroad town filled with fruit-packing and lemon-curing houses. Next in line is Fillmore, one of the future big towns of the county, which has made remarkably rapid strides in the past few years. It is the center of a rich section given over largely to citrus fruit and apricot growing. Many people are given employment in the packing and curing houses and the hills about abound in oil wells which are producing vast quantities of oil. The one great industry of Fillmore, however, is that of lemon growing. The section is divided into small farms but it has the appearance of one great lemon orchard.

### OXNARD.

Situated in the heart of the lima bean and sugar beet district; the home of the immense factory of the American Beet Sugar Company; surrounded by ranches, the prosperity of which are famous; a city of handsome homes, up-to-date stores and an air of metropolitanism, which is probably duplicated by no city of its size, Oxnard in a dozen years has earned its title, "the biggest little city on the coast." The present year has seen one of the biggest campaigns at the sugar factory and has been a record-breaking year in lima bean raising; the coming season will see the highest prices paid ranchers for beets, and another increase in the amount of beans raised. The 1911 crop of limas was placed by the Lima Bean Growers' Association, whose offices are in this city, at \$5,250,000, and the crop at about 1,200,000, while the number of acres planted to beans has increased in a single season more than 10,000 acres. Some 14,000 acres of sugar beets were harvested, these being of the highest class, testing as high as 25 per cent.

### SANTA PAULA.

Santa Paula is third in size of the towns of Ventura county, and is rapidly forging ahead. In the past year it has really enjoyed a boom, a splendid new grammar school has been completed, a new, modern hotel has been built and is in running order, and now an agitation is on for a new and larger high school because the present structure is not large enough. Santa Paula has installed a complete up-to-date sewer system the past year, many miles of cement sidewalks and gutters have been built, and many of the principal streets graded and in the year to come no doubt street paving will be a feature.



## Orchards, Vineyards and Dairies of Kings County.

### ENORMOUS INCOME OF YEAR.

**T**REMENDOUS gains in production of farm products, ranging all the way from the delicious sun-dried raisins, for which this county is famous, to poultry and eggs, have marked the year 1911 in Kings county. The increase in orchard and vineyard products may be ascribed to the coming into bearing of many new trees and vines, and the increased acreage being planted to fruit insures an uninterrupted increase of production for years to come.

Although fruit growing is the chief industry of Kings county, yet dairying is making rapid strides toward preeminence and in the year just past the value of dairy products has more than doubled. The Kings County Chamber of Commerce has compiled some very illuminating statistics on production for this year, based solely upon the value of products shipped out of the county and not taking into account the amount of home consumption. These statistics, briefly summarized, are as follows: Dried fruit, \$1,239,700, a gain of \$252,320 over last year; green fruit, \$528,800; cereals, \$583,600, a gain of \$148,699 over last year; poultry and eggs, \$267,000; honey and wax, \$13,325; stock shipped out, \$1,271,250; sheep and wool, \$456,320; dairy products, \$1,574,250, a gain of \$885,101 over last year.

Last year's figures on the shipments of some of the above products are not available, but substantial gains are certain.

In round numbers, there are 300 automobiles in this county, with an approximate value of \$450,000, many of them owned by farmers. On October 15 there was \$3,189,000 on deposit in the seven banks in Kings county and that sum will be increased to at least \$4,000,000 when the grain and raisin crops are all sold.

This year witnessed active colonization of a few large tracts of land and the transfer of several others to purchasers who acquired them for colonization purposes and will put them on the market within a very short time.

### NEW RAILWAY OPENED.

One of the most important commercial events of 1911 was the opening to traffic of that portion of the Hanford and Summit Lake Railway that lies between Hardwick, in Kings county, and Riverdale, just over the line in Fresno county. This road, financed and built by Kings county capital, will be about fifty miles long, extending from the present terminus at Riverdale, to Jamison, a station on what is known as the west side line of the Southern Pacific. It traverses the rich Summit Lake country in Kings and southwestern Fresno counties and what is known as the "James tract," of many thousands of acres of undeveloped land, in the western part of Fresno county. The advent of this railroad means the placing on the market of these lands and the establishment of Hanford, the seat of Kings county, to which city the road will soon build south to a new terminal and to which it now maintains service from Hardwick over the Southern Pacific's tracks, as the chief market center for this vast territory. Lack of transportation has retarded the development of the Summit Lake country,

where the land is rich and water plentiful, and the construction of this railroad has already stimulated development there to a remarkable degree.

### THOUSANDS OF ACRES RECLAIMED.

In the southern part of Kings county great activity has been manifested in projects to reclaim many thousand acres on the borders of Tulare Lake. Several reclamation districts, embracing an acreage that runs into five figures, have been organized within the past twelve months and are either actually engaged in or planning extensive operations, principally leveeing, to insure the land against overflow. This land is devoted almost exclusively to grain growing and the output from this region taxed the capacity of the grain warehouses in the county this year. The sowing and harvesting is done with the most modern machinery and the planting is done, for the most part, by large operators.

The Kings County Chamber of Commerce is preparing to take part in a campaign to interest the Federal government in a project to bring under cultivation the vast territory which lies, a barren waste, between the edge of the now developed land in the western part of the county and the hills that rim the western border of Kings county, which latter are now being extensively prospected for oil, in the belief that the oil strata developed in the Coalinga field extend a few miles south into Kings county along the same range of hills.

It is proposed to have the government take up a reclamation scheme that would embrace utilization of the waters of Tulare Lake, supplied by Kings and Kern Rivers and smaller streams, to irrigate this so-called "west side" semi-arid land by a system of canals and dams constructed by the Federal Reclamation Service. Congressional representatives have been approached on the scheme and their aid enlisted, while engineers called upon to voice their opinion as to the feasibility of the scheme say it could be accomplished at small expense, as compared to the enormous outlay on systems elsewhere.

### MILES OF ORCHARDS AND VINEYARDS.

The modernity of Kings county farming methods is proverbial and their success and progress likewise. Miles of pretty orchards and vineyards, painstakingly cultivated and cared for, section after section of green, waving alfalfa, innumerable attractive country residences, surrounded by spacious lawns and beautiful rose and chrysanthemum gardens, with neat ranch buildings of the most approved type, resplendent in fresh coats of whitewash, compose the picture of prosperity and content presented to the pleased eye of the visitor who views for the first time the developed portion of Kings county.

The agriculturists, most of whom came here from other parts of the State and the East with little or no capital, are among the most substantial men of the county commercially. They are well represented on the directorates of the banks and in city commercial enterprises.

Rural mail routes, telephones and automobiles bring the farms into close touch with the cities and living

on a Kings county ranch is now, in reality, a suburban residence. One of the indications of the county's growth is the addition of two new rural mail routes on the first of November.

An organized effort is being made to route through this county the main line of the State highway to be built by the State through the San Joaquin Valley between San Francisco and Los Angeles. Already a petition is before the Supervisors, asking the appointment of a Highway Commission to map out a system of permanent roads in Kings county and call an election for a bond issue to construct them.

Outside of the incorporated cities of Hanford and Lemoore, Kings county has no saloons, they having been banished two years ago by ordinance of the Supervisors. The 1910 census gave Kings county 14,290 inhabitants, a gain of over half that number since 1890.

### HANFORD, THE COUNTY SEAT.

The county seat, Hanford, is an attractive city of approximately 7000 people and, with development of the rich farming belt surrounding it, is continuing the steady growth it has experienced since its incorporation. "The Busy City" is the slogan of the town and its reputation as the liveliest city of its size in the San Joaquin Valley is acknowledged. Four banks with deposits totaling around \$4,000,000, well stocked and splendidly-furnished business establishments, paved streets throughout the business district, miles of cement sidewalks and every street lighted, three grammar school buildings and a splendidly-equipped High School, churches representing practically all the well-known denominations, daily newspapers, modern fire-fighting apparatus, extensive electric light, power and gas systems, six large packing-houses—these are some of the important assets of "the Busy City." The last census showed almost double the population in 1900, and it is the largest town in the county. Building activity this year has gained increased momentum and many changes in the business district are noted. A handsome new theater is being erected and a \$75,000 Federal building is soon to be started, while residences are rapidly filling in tracts only recently placed on the market.

### LEMOORE, CORCORAN AND ARMONA.

Lemoore, the second city in the county, has made remarkable progress during the past year. The entire aspect of the business district has been changed by the erection of several imposing business structures and the modernizing of some of the older buildings. Bonds have been voted for a sewer system. Two banks are doing business at Lemoore and the schools and churches are well provided.

Other thriving towns in the county are Corcoran, the center of a large dairying country and location of one of the costliest beet-sugar plants in the State; Armona, which boasts two of the largest packing plants in the county; Hardwick, the present Southern terminus of the H. and S. L. Railroad; Stratford, a new town in the heart of a large tract only recently subdivided, and Grangeville, located in the center of one of the richest fruit-growing districts.

## Thriving Inyo County, Home of Owens River.

### PUREST MOUNTAIN WATER.

**T**HE Owens Valley is probably one of the least known and most resourceful sections of the United States. It was only a few years ago, at the time of the first agitation in regard to the Los Angeles municipal water supply, that the people of California themselves began to realize that in the Owens Valley they had at their very doors an as yet practically undeveloped agricultural section of vast possibilities. Situated in the northwestern part of Inyo county, high up in the Sierra Nevada Mountains, where the soil is unsurpassed and the water supply is unlimited, the conditions for ideal ranching cannot be excelled in any other part of California. For thousands of years the purest of mountain water has come tumbling down into the valley from snow-capped peaks, drenching the land through hundreds of lakes and streams, and the result is a beautiful fertile oasis touching shoulders in friendly fashion with the great desert of Death Valley. Added to the wonderful productivity of the soil and the wealth of water in the romance of the quest for gold in the surrounding mountains where there are many rich mines of not only gold, but silver, copper and other valuable ores.

Until recently the people of Owens Valley were practically shut off from the outside world on account of the lack of railway facilities; even yet the service is inadequate. But the Southern Pacific has publicly announced its intention of broad-gauging its line through Owens Valley in the near future, connecting Los Angeles with the Union Pacific, thus making the shortest route from the East to Southern California operated by this company. Better railway facilities have of course brought new people into the valley and the last year has been one of decided progress. The opportunity to reach such a market as Los Angeles affords for the varied products of this county has been the prime reason for the purchase of many of the largest ranches by eastern capital. At the same time, while it is true much acreage has been bought for speculation, just as many have been sold to home-seekers who are rapidly improving the land, fencing, ditching and perfecting the irrigating system.

### APPLES, POTATOES, ALFALFA CRACK CROPS.

Many large tracts have been bought for apple lands. This is one of the finest apple countries in the United States. The granite soil, vast water supply and high

altitude are especially adapted to apple raising, and the large percentage of days of sunshine does wonders in the way of coloring up this fruit. While there has been but little systematic and scientific apple culture thus far in the locality, many farmers with but a few acres planted to this fruit have made splendid profits, the Owens Valley apples bringing one cent a pound more than any other on the Los Angeles market. Apples begin bearing at 6 years of age, five years after being set out in the orchard. Potatoes are another product of the valley of which the people are justly proud. They run eight tons to the acre. At West Bishop this year one-half acre produced fifteen tons. Of course this was a most unusual exception. Potatoes sell in the fall for \$32 a ton. The Owens Valley potato has exceptional keeping qualities, due to the altitude and soil, and may be kept until March without becoming soft. At that time they realize \$50. The alfalfa raised here is of the very highest grade and contains a large percentage of sugar. Three crops are harvested a year and in both the spring and the fall the ranchers rent out the land to sheep men from \$2.50 to \$3 an acre. Four crops each season are easily possible. Alfalfa runs about six tons to the acre, sometimes eight. One of the by-products is alfalfa seed, which finds a profitable market in Sacramento. This is one of the greatest corn countries on the coast. It runs sixty bushels to the acre and develops well. It commands \$30 to \$40 a ton. Wheat is of a very high quality, running sixty to seventy bushels to the acre, sixty-four pounds to the bushel. It sells this year for \$32 a ton.

### CATTLE, HORSES AND HOGS THRIVE.

This is an ideal live stock country. The dairy cow is fat and sleek and her yield is what is termed 4 per cent. milk, the average of butter fat running very high. There are four large creameries here and many smaller ones on the ranches, for which the electric power is developed from the mountain streams rushing right past their doorsteps.

Handsome big Percheron horses are one of the chief products of the valley. Fourteen imported stallions are owned here, averaging from 1800 to 2300 pounds. Considerable fine driving stock is also raised, three standard-bred stallions, representing the McKinney, Bondsman and Direct strains, being owned by Owens Valley men. Hogs thrive on alfalfa and skim milk and the purest of water which runs constantly

through their pastures. Sheep raising is one of the oldest industries of the valley and has made the fortunes of many residents. No finer conditions could be imagined for the raising of poultry. There are no sick chickens in Inyo county. This is due largely to the ever-present supply of fresh water. Like the apples the grapes raised here are of unusual richness in color. The honey crop this year netted \$35,000.

### CLIMATIC CONDITIONS.

The land of the valley is about equally divided between those suitable for agricultural, horticultural and grazing purposes. The climatic conditions are particularly pleasant. The summers are warm and dry with little or no rain, although many thunderstorms pass over and along the mountains on both sides of the valley. The temperature seldom goes over 100 and many summers it never rises above 95 degrees. The winters are short and mild, with some snow after the holidays, the mercury seldom going below freezing. The altitude ranges from 3630 feet at Keeler, 3917 at Independence, to 4148 at Bishop. Inyo county contains Mt. Whitney, the highest mountain peak in the United States, and Death Valley, the lowest point in the continent. The scenery cannot be surpassed, and much of it is as yet unexplored.

### INDEPENDENCE AND BISHOP.

The county seat is Independence, where is also located the land office, which is one of the largest by way of business accomplished in the country. The intake for the Los Angeles water supply is at Independence. Bishop is the metropolis. It is a city of the fifth class. It has water and sewer systems and no water rate, water being furnished free to the residents. A good fire department is one of the assets of the town and the streets are illuminated by a lighting system for which power is generated in the adjoining mountains.

Bishop has an accredited High School, good grammar school, several churches, two newspapers and many lodges. Here is also maintained one of the government Indian schools. Bishop is a Presidential postoffice and a postal savings bank was established this winter. An electric railroad from Laws, the railway station, into the business section of the city, is nearing completion and will eventually be extended into the apple lands south of town.



## Fresno County, Famous for Raisins and Wine.

### A BUILDING BOOM.

**S**ITUATED in the central part of California and in the center of the San Joaquin Valley, lies Fresno county, the greatest fruit and wine-producing district in the State. Fresno county was formed on April 19, 1856, and at that time was composed of 7746 square miles. A few years later a large slice, consisting of 2140 square miles, was carved out of the northern section of the county and formed into Madera county. Later, by an act approved by the Legislature, 117 square miles were cut from the southern portion of the county and added to Kings county. At the present time Fresno county is composed of 6035 square miles, or 3,862,400 acres, the fifth largest county in the State, and one of the most productive. It derives its name from the abundance of mountain ash trees, which grow on the western slope of the Sierra Nevada mountains.

Fresno county is bringing to a close one of the most prosperous years in the history of its existence, both industrially and commercially. Building permits in Fresno city for the year will pass the million-dollar mark. Reports from Sanger, Selma, Clovis, Kingsburg, Reedley, Laton, Coalinga, Kerman and, in fact, every city in the county, show that many buildings are under construction and plans are being rapidly finished for additional structures.

The county has also increased astonishingly in population. In 1860 the population was 4605; in 1880, 13,998; and the last census shows the population has grown to 75,000. Railroad officials report they have brought many homeseekers to Fresno county, real estate men report hundreds of sales to colonists, and a conservative estimate is that the county has added thousands of families to its domain. The growth in population is also noticeable by the larger number of public school teachers employed this year and the steady increase in daily attendance at schools.

There are twenty-two banks in the county, of which thirteen are national banks, with resources amounting to \$12,027,794.07, and nine State banks, with resources of \$4,233,108.20. A postal savings bank was recently started in the Fresno postoffice and is being largely patronized by residents of the county.

### IRRIGATION THE MAGIC WAND.

Irrigation has been the great reclaiming factor in changing the county from an arid waste to the present stretch of splendid orchards and vineyards. Fresno county has more than twice as great an acreage under irrigation as any other county in the State. In 1880 there were about sixty-five miles of main canals, while now there are over 450 miles of main canals with thousands of distributing ditches, which irrigate some 60,000 acres of fertile land.

The majority of the main canals are owned by corporations, whose interests are entirely separate from the ownership of the land under irrigation. The other

canals are owned by companies, the stock of which is owned and controlled by the land owners. The canals receive water from Kings River. There is probably no other county in the State that can boast of such a diversity of products as Fresno county, where, due to the dry climate and irrigation system, flourish in abundance wheat, oats, barley, Indian corn, Egyptian corn, Kaffir corn, sweet potatoes, Irish potatoes and vegetables of every variety.

### RAISINS BY THE TON.

Fresno county is the center of the raisin industry and most of the seeded raisins come from this county, and the larger portion from Fresno City. Raisins can be successfully produced in only a few districts in the world, as it requires a very dry atmosphere in which to grow the best, as well as a long, dry summer free from rain. This condition is a peculiar feature of Fresno county climate and therefore it is the greatest raisin-producing section in the world. The average crop raised in this county is 100,000,000 pounds, or twice that raised in Spain, which for centuries held the lead in the raisin industry.

Raisin bread is being made in many of the large bakeries throughout the United States and the result is that raisins are being rapidly consumed. The cultivation of citrus fruit is extending rapidly in Central California and in time this part of the State will probably rival Southern California in the size of crops. Oranges were first raised in Centerville as early as 1866, but it is only recently that they have been produced on a commercial basis.

Dairying is also one of the greatest industries in the county and is making wonderfully rapid strides. This branch of farming has been taken up extensively during the past year, and especially the manufacture of cheese.

### FIGS AND ALFALFA.

The fig industry of Fresno county is interesting because it is a fruit that thrives well and yields good returns. In the early years of fig cultivation the white Adriatic was the leading variety, but George C. Roeding, a Fresno county horticulturist, after years of experimenting and investigation, introduced the genuine Smyrna fig, the finest in the world.

This county is also famous for its fine alfalfa lands, which are fast coming into great demand, and there is a steady advance in the price of farms. Alfalfa raising, taken in conjunction with the dairying industry, is one of the greatest money-making industries. The mild winters and favorable summer climate are conclusive to stock raising. Especially is this so as to horses and mules, and Fresno county is fast taking its place among the foremost counties in the breeding of fine animals.

### LUMBER AND OIL.

The lumber interests of Fresno county are also very important, and its forests of coniferous trees

rank among the finest in the world. This consists of sugar pine, yellow pine, fir, cedar and redwood. Many of the trees are thirty-five feet in diameter and the bark thirty inches in thickness. They are said to be between 3000 and 6000 years old. The annual cut of this county amounts to 75,000,000 board feet and the valuation is estimated at approximately \$2,500,000.

The rapid rise of Fresno county as one of the greatest oil-producing centers of the world has been something remarkable. The beginning of this vast development was in 1890, with one small well, and the first important gusher, yielding 500 barrels a day, was brought in during 1898. Since that date the Coalinga oil fields have been developed, permanent pipe lines laid and refineries started. Two transcontinental railroads are using oil as fuel in their engines. The oil industry has created many large fortunes and men who years ago were poor now find themselves in affluent circumstances.

### EXTENSION OF RAILROADS.

The Fresno, Hanford and Summit Lake Railroad Company is now building a line from Fresno south twenty-five miles to Kingsburg. A branch will also be built to Sanger. It is expected that this line will be in operation by the first of April. The total length will be thirty-three miles. Philadelphia capital is building the road.

The Fresno, Coalinga and Monterey Railroad Company is planning an electric line from Fresno City west to Monterey via Coalinga. The length of this line will be 186 miles. Rights of way have been secured for practically the entire distance and it is expected that construction will start early in 1912. It will take about a year to complete the work.

The San Joaquin Valley Electric Railroad Company is also to start work early in 1912 on an electric line out of Fresno, north to Modesto, where it will connect with the San Joaquin Valley Electric Company's line running out of Stockton. This line will run via Kerman and will be between 80 and 90 miles in length.

The building of these lines will greatly expand the territory tributary to Fresno. The Monterey line will bring the Fresno county oil fields fifty miles nearer to the county seat.

The Fresno Traction Company is planning a number of extensions to its lines in Fresno city and before a great while it is expected the mileage will be extended about ten miles. The total amount of electric railroad work planned out of Fresno in 1912 will approximate \$7,500,000, while the total length of these lines will be about 310 miles.

Fresno City is one of the most prosperous in the San Joaquin Valley. It is growing rapidly and at the present time there are many large business buildings under construction. A \$200,000 hotel is being erected near the City Hall by local capital. Work on a three-story hotel, which will cover a half block, will be started immediately after the first of the year.

## Farmer and Fruit Grower Flourish in Tulare County.

### COUNTY POPULATION DOUBLES.

**T**ULARE COUNTY, lying in the great San Joaquin Valley, exactly midway between Los Angeles and San Francisco, the two big coast cities of California, is dependent almost entirely upon agriculture and horticulture for its prosperity. While some manufacturing industries flourish in a small way the farmer and the fruit grower are pre-eminently the supporters of the community. And the climate, soil and topography of Tulare combine to make it an extremely fertile county, while its products are as varied as they are uniformly of excellent quality. The past five or six years have brought about a marvelous change in this wonderfully rich agricultural county, and each recurring year has seen all previous records broken for development and solid growth. In fact it is only the man whose business carries him continually from one end of Tulare to the other who can have any definite idea of what is going on in the county, or who can keep adequately posted upon the subject. However, it is undoubtedly true that in the year 1911 Tulare county has made a greater showing than in any previous year in the development of its resources. Crops have been good and the prices all that could be expected. Peaches and prunes brought more money per ton than ever before, while the market for hay has been good the entire year. The development of the citrus fruit belt of the county has gone ahead at a record-breaking pace, and the citrus fruit industry of California can no longer be considered without according Tulare a prominent place. The increase in population has been very marked in every section of the county, and the cities have been working overtime to have municipal improvements, such as schoolhouses, sewers and water works, keep up with the increased demands made upon them. In this connection it may be of interest to know that the Federal census taken last year showed that in the last decade Tulare county's population increased from 35,000 to 75,000, or practically 100 per cent. This increase was not confined to any one city in particular, but to any special district.

### VISALIA VOTES "DRY."

In Visalia, the county seat of Tulare county, the most notable achievement of the year 1911 was the voting out of the saloons. The city is "dry" now, and when the saloons of Visalia closed their doors but one gin-mill was left open in the entire county, and that in the foothills, far away from the main lines of travel. Since Visalia has concluded to get along without saloons there is a noticeable improvement in the

morals of the community, bank deposits have increased very greatly and new residences and business blocks show the confidence investors have in the city. Four of the finest business houses on Main street were erected in the year 1911, being those of George Ballon, Goldstein and Iseman, the Mt. Whitney Power and Electric Company, and H. Askin. Scores of new houses and bungalows have been completed, while the finest high school building in the county was occupied at the beginning of the past school term.

### TULARE AND PORTERVILLE.

Tulare city completed a sewer system in the year 1911 and the many changes in the business section have made Tulare look like a new town. Bonds for an additional school building were voted down, but the schoolhouse will have to be built and the next election will undoubtedly result in a majority for the needed building. The dairy business is the leading industry about Tulare, and this shows a steady and satisfactory growth. The dairymen of the county formed a strong organization during the year, and are co-operating not only to improve the standard of dairy herds, better the quality of dairy products and increase the selling price of the same, but also to see that all dairies of the county are kept in a clean and sanitary condition.

Porterville continues to show remarkable improvement. A vast amount of money has been spent in making first-class streets in that municipality. Miles of asphalt streets have been completed, an excellent sewer system installed, and handsome and costly business houses and residences have sprung up like magic. The city water-works system, owned by the municipality, has been extended and improved. A number of new schoolhouses have been built in Porterville within the past few years, and yet the cry is for more. Porterville is recognized as the best-lighted city in the San Joaquin Valley.

### LINDSAY AND EXETER.

Lindsay is just completing a sewer system to serve the people of that prosperous community. The city owns and operates its own water plant, and the Mt. Whitney Power and Electric Company is installing a modern street lighting system for the town. A dozen packing-houses began preparing oranges for the eastern market on November 1 and the rush and bustle of prosperity is in evidence in the town and surrounding country.

Exeter probably made a greater advance in the year 1911 than any other town in the county. The business section was almost entirely rebuilt, brick taking

the place of wooden structures destroyed in a series of fires on Pine street. During the year the town voted to incorporate, and Exeter now has her own municipal government.

### TERRA BELLA, DUCOR AND WOODLAKE.

Terra Bella is one of the new towns of the county, situated about seven miles south of Porterville. It has a good hotel, a national bank, several stores and a newspaper. Cement walks have been put down over most of the town, a sewer system installed, water works completed and the streets lighted. Terra Bella is an enterprising community and there is no doubt about it becoming a thriving city of the county.

Ducor, another new town, is some six miles south of Terra Bella, and here again may be found a young city with all modern conveniences forging ahead rapidly. The same may be said of Richgrove, a new town started six miles south of Ducor.

Woodlake is the latest town to take on form, about sixteen miles northeast of Visalia. Great activity prevails in that community. Many fine buildings are completed and projected and \$80,000 will be spent before spring on streets, sidewalks and sewers.

### LEMON COVE AND DINUBA.

Lemon Cove is growing steadily. New houses have followed the lemon groves and the business of the place is in a satisfactory condition. The past year has been especially good for lemon-growers and the town of Lemon Cove is reflecting the prosperity of the people of the vicinity.

Dinuba, the chief city of the Alta district, had a wonderful growth in the year 1911. A dozen brick business houses have been completed and the streets and sidewalks greatly improved. The price of raisins has been satisfactory and there is prosperity ahead in the Alta district, where Oroquieta is also a thriving community.

### BUTTER AND BEETS.

In the year 1911 Tulare county spent \$91,617 for new high school buildings and \$76,560 for grammar schools. The total output of the county creameries has exceeded 30,000,000 pounds of butter. The Porterville-Northeastern Railroad, about fifteen miles in length, connecting Porterville and Springville, was completed during the year. Arrangements were made for the opening of the Visalia beet sugar factory next spring. The Tulare County Board of Trade, supported by the county, in addition to its regular work, maintained splendid exhibits this year at the Omaha and Chicago land shows.



## In Kern County New-comers Hunt Houses.

### APPLES, OIL AND ORANGES.

**C**HIEF features in the progress and development of Kern county in the year 1911 include further extensions of the county's great oil fields, notably in the Bellridge and Lost Hills districts, long strides in the development of the new apple industry in the mountain valleys about Tehachepe, a gradual extension of the several nuclei of citrus culture along the mesa at the base of the Sierras on the eastern side of the valley portion of the county from near Tejon Canyon on the south to Delano on the north, and the steady advancement and improvement of all lines of industry and trade.

Compared with the phenomenal activity of the oil industry in 1910 and the latter part of 1909, the year now closing has seemed quiet so far as the county's chief source of income is concerned. Nevertheless, one of the greatest booms in the history of any section of the State or of any of the State's industries passed without a single symptom of collapse. The extraordinary number of new business and residence buildings erected in Bakersfield and the west side oil towns of Maricopa, Taft and McKittrick during the previous eighteen months were all occupied during 1911, and building of all kinds proceeded with an activity that is disparaged only by comparison with that of the boom times just passed. There is not now a desirable vacant dwelling, perhaps not a vacant dwelling of any kind, in Bakersfield, and the manner in which the new business buildings have been filled up is illustrated by the fact that just recently a new-comer spent two days trying to find a vacant room in which to establish a broom factory, and finally had to build for himself.

The slackening in the development of the oil fields has been due to two causes: First, the over-production of oil caused by the bringing in of the enormous gushers in the Midway and Sunset fields of Kern county in 1909 and 1910, and second, the wholesale withdrawals of public oil lands from entry. The first cause discouraged unnecessary drilling on proven and patented lands, and the second prevented the further exploration of new territory, known or suspected to be oil bearing. These withdrawals by the Department of the Interior have locked up township after township of oil land which some day must be thrown open for development and add a new greatness to the county's oil industry, already the greatest on the Pacific Slope.

### NEW OIL DISTRICTS.

Despite these barriers to the expansion of the county's oil fields, two new districts have passed from prospective to proven oil territory during the past year. The Lost Hills field, which the majority of oil men refused to take seriously in the latter part of

1910, now has a monthly production of 30,000 to 40,000 barrels, and the prospects have justified the building of a pipe line to the field. This pipe line also taps the Bellridge district, which has come into existence wholly within the year. An extension of the McKittrick Railroad through these two districts is now considered a certainty.

The death of the monster Lakeview gusher, which caved in early this fall, and the slackening of drilling in territory where other great gushers are likely to be brought in, has had a beneficial effect on the oil market, and present conditions promise better prices to the producer and firmer control of the relation of supply and demand by the Independent Oil Producers' Agency and other large factors in the distributing and marketing end of the industry. Altogether the prospect for the steady, conservative, profitable growth of the oil business of the county has been greatly improved by the developments of 1911.

### ORANGE ORCHARDS FLOURISH.

Horticulturally the greatest strides of the past year have been in the planting of orange trees. The county's producing orange orchards still number less than a score, but at Edison during the past season small orchards aggregating about 325 acres have been planted. Elsewhere along the east side mesa other small orchards planted this year will foot up a total of three-quarters of a section or more, making approximately 800 acres of yearling trees. The average of trees past one year but not yet bearing is somewhat more, and plans are laid for greatly extending the acreage next spring.

Next to Edison the chief centers of the new citrus industry are to the north and east of Bakersfield, around Delano and to the east of that place along the Porterville branch of the Southern Pacific Railroad, and south of Edison in the Weed Patch. The promised extensions of orange planting next spring are at all the places named and to the northwest of Bakersfield, where the Lerdo Land and Water Company is preparing to open a large tract of land under pump irrigation.

### TEHACHEPE APPLES.

During 1911 the future of Tehachepe as an apple country has passed from a prospect to a certainty. Approximately 800 acres of land around the mountain town has now been planted to apples and pears, the greater part within the past season. Some of the best-known and most experienced orchardists in the State are now owners of Tehachepe land, and have planted orchards or will plant the coming spring. The new industry has given a decided boost to land values around Tehachepe, and the town itself is feeling the stimulus.

The past year has shown no spectacular advancement in any of the other lines of horticulture or agri-

culture that flourish in the county, but substantial progress has been made in all of them. The wheat crop of last spring was good, and the alfalfa and Egyptian corn crops harvested during the summer and fall have been excellent. Many sales of irrigated land have been made during the year, but they have been scattered through the older farming districts rather than in new colonies. No large colonization enterprises have been carried on, and no systematic effort to attract immigration has been made—although steps to that end are now in progress. Nevertheless, on the last day for the arrival of home-seekers under the special rates, 100 people from different parts of the East got off the Santa Fe train at Bakersfield, having bought their tickets direct to this place. This is unusual, as most of the home-seekers arriving here previously—except those brought on special excursions—have come via Los Angeles. The incident is taken as a significant sign that the fame of Kern county's farming lands is becoming established in the eastern States.

### DAIRYING ON THE DELTA.

On the lands of the Kern delta, which are covered by a great system of canals distributing the waters of Kern River, the greatest expansion of industry has been in dairy farming. The delta lands are particularly adapted to this enterprise, and the oil fields of the county furnish a good home market for great quantities of dairy products. The deciduous fruits, other than apples and pears, have about held their own in the county during the year, but plans are on foot to considerably extend the acreage of early apricots and peaches in the Weed Patch, where these fruits mature in season, to catch the top of the early spring prices. The fattening of beef cattle on the great alfalfa pastures of the county is one of the chief sources of Kern's wealth, and this industry has maintained through the past year the same even magnitude that has marked it for many years past. The same may be said of the sheep and wool industry and the raising of horses, hogs and mules.

### BAKERSFIELD.

The year in Bakersfield has been particularly notable for the beginning of an extensive campaign of street improvement. The area of paved streets has been more than doubled, and work now projected will more than quadruple it. Work is now under way for the double-tracking of the entire street car system of the city. The City Trustees have engineers figuring on a new water system for East Bakersfield, covering about a third of the area within the city limits, and the City Engineer is preparing plans for trebling the present sewerage disposal facilities. The trustees and the civic bodies of the city also are making plans for a number of other public improvements, including public parks and a city hall.

## San Luis Obispo County Incorporates Cities.

### ARROYO GRANDE VALLEY.

**W**ITH the development of the southern end of the county during the year 1911 and the increased activity and population in the Arroyo Grande Valley one more incorporated city was added to the roll in San Luis Obispo county, making a total of three incorporated cities—San Luis Obispo, the county seat, Pasa Robles and Arroyo Grande, the last named being the one to join the throng during the year. Every section of the county shows an increased population and consequent awakening in business enterprises, except that section bordering upon the eastern edge, where farming has given way in a measure to prospecting for oil.

San Luis Obispo city adopted a new charter during the year, accepting thereby the commission form of government, and the new officers under the changed conditions have just recently assumed their duties. There has been evidence on every hand of better conditions and noteworthy progress. Within the last two months the Elks' Lodge has commenced the construction of a \$60,000 theater, which will be modern in every respect. It will be completed during the early spring and will be a splendid addition to the business section. Several modern business blocks have been constructed during the past year and the number of new residences has far exceeded that of any previous year. The county has remodeled and rebuilt its Hall of Records and the County Board of Supervisors is now preparing plans for a new county courthouse.

### PIPE LINES EXTENDED.

The Producers' Transportation Company, engaged in the shipping of oil, have added greatly to their capacity for handling the product piped here from the Kern county fields and are now engaged in running another pipe line to Port San Luis. The Associated Oil Company has under consideration plans which look toward the reopening of the immense refinery plant at Oilport, on the shores of San Luis Bay, and the Union is now finishing a refinery at Avila Beach, within a few miles of Port San Luis.

One of the noteworthy improvements during the year within the city of San Luis Obispo consisted of sidewalk construction. The City Council entered upon a vigorous campaign for paved streets and new sidewalks early in the year and followed it up without relenting to the end that a number of the business and residence streets were paved and new sidewalks laid.

The Union Sugar Company, operating a beet sugar factory at Betteravia, has reached out and secured leases upon or bought much of the good farming land in the extreme southern end of the county, utilizing the same for the raising of sugar beets. During the first week in November this company purchased from E. Morganti, one of the pioneer farmers of the Oso Flaco, a ranch of 12,000 acres, paying therefor the sum of \$192,000. It is very fine agricultural land.

The County Board of Supervisors at the November meeting entered into an agreement with the board of Santa Barbara county for the joint construction of a modern steel bridge to span the Santa Maria River

at Guadalupe, the river being the dividing line of the two counties.

In the coast section of the county a union of the dairy interests was formed around Morro, Cayucos and Cambria and five new creamery buildings of the most modern and up-to-date type were constructed and are now being operated.

### CHARCOAL AND QUICKSILVER.

In the country surrounding Templeton, in the eastern part of the county, a new source of revenue has come to several of the land-holders. A company came in and bought up white oak trees at so much per stumpage, converting the timber into charcoal for shipment. One rancher, who had been following wheat raising for a number of years, with only moderate profit, cleared up from the charcoal company during the past year over \$10,000.

The Oceanic quicksilver mine near Cambria, which has been closed down for several years, reopened during the year and has resulted in a considerable profit to those operating it.

The San Luis Obispo postoffice reports a gain of several thousand dollars in receipts during the past year over the previous year, which reflects further evidence of a growing city. The Hotel Andrews, in the city of San Luis Obispo, was rebuilt during the past year, being now a three-story brick structure. The California Polytechnic School, a State institution located here, has increased its attendance a third over the previous year, almost every county in the State being now represented.

## Apples in Southern California.

**T**HE "King of Fruits" has been applied to the apple. No other fruit approaches it in universal use or variety of demand. By that rare combination which distinguishes California from every other State, Redlands, the Gem City of the Orange Belt, has as its near neighbor the Yucaipa Valley and Oak Glen section, whose elevated mesas are peculiarly adapted for the perfection of nearly all fruits, especially the big red apple.

Oak Glen, the older and more prolific of these apple-growing sections, has had a banner year, harvesting a crop of 100,000 boxes or 200 cars. The net returns to the growers from this crop averaged about \$1 per box or \$100,000. The fruit is marketed in Los Angeles and fully two-thirds of it is placed in cold storage for winter consumption. The Oak Glen apple orchards comprise about 300 acres now in full bearing; there are about 200 acres not yet in bearing and this

season about fifty additional acres were planted. The principal varieties grown are the highly-colored, long-keeping winter apples, including the Winesap, Arkansas Black, Rome Beauty and White Winter Pearmain. The orchard owners are Isaac Ford, J. E. Wilshire, O. W. Harris, E. B. Lukens, Best & Gregg, H. L. Rivers, F. M. Parrish, A. Warren, C. H. Fack and Dr. S. L. Beller.

Oak Glen apples took first prizes at the St. Louis and Alaska-Yukon expositions and at the recent apple show at Watsonville out of the thirteen entries made nine prizes were awarded. Oak Glen, which is the terminus of the famous annual Mile High Auto Climb contest, is located fifteen miles east of Redlands, the soil is of decomposed granite and oak loam. The climate is always cool, the place being a well-known summer resort and in winter the snowfall running from eighteen inches to three feet.

Yucaipa, the lower end of the same valley, is also coming to be recognized as a favored section for the growing of apples and there are now no less than 300 acres in full bearing, the principal growers being

Peters and Evans, G. A. and L. A. Atwood, Henry Webster, Richard Jackson, Dominguez Mattels, Will Davis, Mark Whiteside, Murray Horne, M. N. Newmark, C. W. Symmes, Joseph Webster. Nearly 2000 acres have been planted to apples during the past three years, the principal varieties being Hoover, Arkansas Black, Rome Beauty, Winesap, Rhode Island Greening, Yellow Bellefeur, Delaware Red, King David and Gano. Peters & Evans are conducting the largest experiment orchard in the State. Nearly all of the Yucaipa fruit was marketed in Redlands, San Bernardino, Colton and Riverside. The fruit was of uniformly fine quality and good prices were received.

### BIGGEST ALMOND ORCHARD.

A Los Angeles syndicate will plant this winter at Banning the biggest almond grove in the world. It will eventually cover 1000 acres, 200 of which will be set this winter. Banning almonds have been known to net the grower \$300 per acre and trees can be grown without irrigation.



## Imperial County Crops are Cotton, Cattle and Corn.

### COLORADO DESERT RECLAIMED.

STEADY development of the cotton industry; remarkable increase in the dairying interests; constant growth of the general stock-raising business; bringing under cultivation hundreds of acres of virgin lands substantial progress of the citrus fruit experimental work; constant and substantial growth of all towns and cities; a notable increase in population, especially arrivals from the South and Middle West; a vigorous spread of the spirit of optimism that brooks no opposition to the determined purpose to reclaim the entire portion of the Colorado Desert that may be reached by the vivifying irrigation waters which may properly be the summary of the progress of Imperial county during the past twelve months. The vicissitudes that have been trying to the settlers that have included delays in securing patents from the government for lands, vexatious controversies over conflicting surveys, lack of certainty as to the ultimate control of the lower Colorado River, and timidity of capitalists in placing loans here for the use of settlers in making further developments on their holdings, one by one the various elements of delay have passed away and today Imperial Valley is in the midst of the most wholesome and healthy growth of its history.

Patents have been issued on nearly every piece of land on which the settler has complied with the requirements of the General Land Office; controversies over overlapping surveys have been adjusted satisfactorily; the United States government has undertaken the control of the Colorado River, and capitalists have come to a realization that in Imperial Valley lies a rich field for their investments and loans.

### COTTON, CATTLE AND CORN.

The population of the county has been substantially increased during the past four months. Probably no industry is more responsible for this than cotton. The demonstration of the past two years in this line has shown conclusively that in Imperial Valley will be developed one of the richest cotton lands of the United States. The news has spread through the South and West that in Imperial Valley under proper care can be depended upon to produce two bales to the acre that the crop is certain and under the advantages of irrigation and that no insect pest such as boll weevil interferes. As a result of the best and most experienced planters of Louisiana and Oklahoma have been led to come to engage in this industry and incidentally this has induced the arrival during the past few months of hundreds of people from the South who are accustomed to labor in the cotton fields or the allied industries.

While the cotton industry has appealed to this class, another has been reached in the Middle West by the fact that in Imperial Valley there is a field for profitable stock-raising. With its all-around fine pastures of alfalfa, its great fields of barley, used in winter and early spring for pasturing and then matured for a heavy grain crop, and its remarkable productivity in the grains for "feeding off" stock, such as Kafir and Egyptian wheat and Milo maize, Imperial Valley has presented the stockman and general farmer of the Middle West attractions equally as potent as those that have attracted hither the cotton planter of the South.

### CICKENS, CANTALOUPE AND CREAM.

The adaptability of these lands for poultry raising, stock gardening, cantaloupe growing, etc., has also appealed to the smaller rancher; while the splendid gains attained in sheep raising has brought to this county some of the most extensive sheep men of the West, and they have been shipping to Imperial thousands of sheep from New Mexico and other ranges, while cattle have been coming in by the trainload.

The dairying industry has been going forward by leaps and bounds. The income from the dairy herd is certain, with no long delay for returns. The monthly cream checks start at once and are the basis of the valley's prosperity. In every section of the valley new dairy herds have been established. At Alamo, Imperial, Holtville, El Centro and other places each have their creameries, running at full capacity, and more than 16,000 pounds of butter per cow is turned out for the coast and interior markets. These factories also consume a considerable quantity of butter fat daily, and the shipment of cream to Los Angeles is a developing industry.

The raising from the very beginning of settlement in Imperial Valley has proved a profitable industry. The ample pasturage at all times of the year, and the absence of diseases that in other districts are disastrous to the profits, this territory has shown a constant record of advancement in swine raising. One can point to numerous ranchers who laid the foundations for independent fortunes as the result of their efforts in this line of industry. The general tendency is to increase the standard of stock and at present there are several places where only the best of standard strains are bred, while the general farmer is constantly adding to his stock and raising the general standard.

### ERA OF FARMING.

While the general farmer has been constantly adding to the wealth of Imperial Valley by the bringing under cultivation of hundreds of acres of virgin land and by more intensively cultivating the lands already under irrigation. The era of good farming is here. In the first years of this valley's history the settler had more land than he could properly

care for. This meant a careless state of cultivation in many instances. With the coming of patents there has been much subdividing of properties, and as time has gone on the settler has become better fixed financially to employ the needed labor to put his lands in the most productive condition. The result is everywhere apparent. Imperial Valley is becoming one great garden spot in the midst of what erstwhile was a forbidding desert.

All this development has been within the lines of the older settled sections of the valley, but the immediate future is to witness an expansion of territory that will greatly add to the wealth and productiveness of the county. New irrigation projects are maturing, with strong prospects of their success. A company of men interested in lands in the northern end of the valley that at present are dry and untouched by the plow have filed upon 50,000 inches of water in the Alamo River. They propose to build a dam in this river at a point near Rockwood and to raise the water so as to irrigate several thousand acres of rich land and to develop in its midst the town of Estelle. Another company is in formation for the purpose of constructing a high-line canal on the western side of the valley, to bring under cultivation lands in the vicinity of the new town of Dixie, on the line of the San Diego and Arizona Railroad. This will add from 6000 to 10,000 acres to the productive territory of the valley. In the Carriso Creek district prospecting for an artesian supply of water is in progress and eventually a large area of productive land will be developed there. The North End Irrigation District has added several thousand acres to its territory by the recession of the waters of Salton Sea and this also will be brought under cultivation.

### SAN DIEGO AND ARIZONA RAILROAD.

One of the big factors of development—one so far-reaching as to be almost immeasurable—is the building of the San Diego and Arizona Railroad into Imperial Valley. Workmen are now engaged in constructing the valley end of this line. Several months ago nine miles of road of the best construction was built from El Centro westward to New River, where the townsite of Seeley was located, and this was leased and is being operated by the Holton Interurban Railway Company as a part of its Imperial Valley system until the entire road is constructed from San Diego to this valley. The new construction in this valley is being pushed from Seeley westward towards the mountain district, where heavy tunnel work will be encountered. The opening of the San Diego and Arizona road to Imperial Valley will give this territory a connection with the seaboard fully 100 miles nearer than its present connection, and will be the means of directing heavy travel from the coast. It will also cause a development of the mineral resources of the mountain district along the western side of Imperial county, where rich deposits of marble, gypsum and promising mineral claims are located.

### BRAWLEY, IMPERIAL AND HOLTVILLE.

Every town in the valley has made substantial progress during the past twelve months, and several new townsites have been projected. Brawley has gained a first-class creamery, several substantial brick and concrete business blocks, additions to its cantaloupe-handling facilities—it already holding the record of having the largest cantaloupe packing-sheds in the world—and it has made substantial gains in population and good residences.

Imperial has developed an extensive meat-packing establishment that gives promise of becoming a very important industry. It is also the center of a large dairying community and has secured the establishment of a co-operative creamery that is maintaining a fine record. This city leads the valley in its educational facilities and has a \$50,000 High School building.

Holtville, sometimes termed "The Redlands of Imperial Valley," has developed in all lines. This town is so fortunate as to have developed a water supply from artesian wells, and the city owns its water system. It has recently voted a bond issue to complete this system. Holtville schools this year occupy the handsomest structure in Imperial Valley—a concrete building erected at a cost of \$45,000. It has secured a cotton gin and a new creamery, good business blocks and numerous residences.

### CALEXICO, HEBER AND SEELEY.

Calexico, the town on the international border between the United States and Mexico, has transformed its business district by grading of streets, laying of cement walks and the erection of substantial brick buildings. It has also secured a cotton gin in place of one destroyed by fire and has a new creamery. Calexico is developing a large business as a supply point for a large territory in Lower California.

Heber has had some growth in business establishments and has a \$10,000 hotel in operation.

Seeley, Mobile, Dixie, Westmoreland, Alamo, Alamo, Barbara and San Felipe are townsites at which starts have been made and that doubtless will develop into trading points of much importance.

### EL CENTRO, THE COUNTY SEAT.

El Centro, the county seat of Imperial county, has continued to cause comment wherever it is known by the remarkable progress it has made in all lines of city building. A foundation has been laid for a substantial city. All buildings in the business district are of brick, concrete block or hollow tile. Many thousands of dollars have been invested in business buildings and residences in El Centro during the year. Its population has grown fully 50 per cent. in this twelve months. Here the cotton industry has its center. A large gin and a cottonseed oil mill are in operation and an oil refinery will be located here. Other lines represented in the industrial district are an ice plant, large cold storage plant, a planing mill,

steam laundry, gas plant, creameries, barley mill, brick and hollow tile factory, alfalfa-meal mill, oil storage and distributing center, etc.

Central Union High School, located at El Centro, and composed of seven school districts contiguous, has issued and sold bonds to the amount of \$75,000 for the construction of a permanent school home that will be the finest of its kind in Southeastern California. During the year the Christian church has completed a handsome church edifice and the Methodists have erected an \$8000 structure. The city has installed a municipal water system and has undertaken the planting of shade trees on all residence streets.

### EXPERIMENTAL FARMS FLOURISH.

Imperial county has had much added to its wealth by the opening to settlement of the lands in the Yuma Indian reservation, lying along the Colorado River. This land is divided into farm units of forty acres each. On every farm unit is a settler, and rapid work is being done in bringing all this land under thorough cultivation. The town of Bard is the central point for this territory. The government has established an experimental farm at this point to aid settlers in their work.

One of the important features for Imperial Valley has been the establishment of a State experimental farm, under the direction of the agricultural department of the University of California, on land near Meloland. Problems of agriculture and horticulture will be solved at this experimental station, thus giving much benefit to the valley settlers.

From all points of view Imperial county, the youngest of the counties of California, has made vast material progress during the past year. It has passed many of the older-settled counties in assessed valuation and in various other comparisons, and it is in the full vigor of growth and development. It invites population and has room for all who may come.

## Antelope Valley.

THOUSANDS of acres in Antelope Valley have been put under cultivation during the past year and hundreds of wells have been developed, pumping plants installed and homes built. In this valley every man is the director of his own water system and his own zanjero, turning on his water when he wants it and for as long a run as needed.

This is the last large section of country within a radius of fifty miles of Los Angeles where land in the raw state can be had cheap—not relatively cheap, but actually cheap. Good unimproved lands are still for sale for from \$30 to \$100 per acre, according to size of tract, location, etc., and improved ranches from that up to \$500 per acre.

The town of Lancaster, with 400 inhabitants, on the main valley line of the Southern Pacific Railroad and on the accepted route of the new State highway, is, and will continue to be, the commercial center for this large district, and the point at which will be located many of the sugar factories, creameries, packing-plants and other industries necessarily incident to the development of such a wide territory. The town yet lacks a bank, but the valley is now ripe for the opening of a moderately-capitalized, conservatively-managed institution which will care for the needs of the farmer and the local merchant.

Here is a vast tract of land the development and prosperity of which goes hand in hand with that of the city of Los Angeles, so situated that interchange of products and supplies is inevitable; the last large body of well watered land in the county of Los Angeles, or within anything like the same distance in any direction, yet to be developed.

This erstwhile cattle country is now producing a grade of alfalfa which is the pride of all Southern California—eight to ten tons a year per acre of cured alfalfa hay which commands a premium in the Los Angeles markets because of its quality. Apples and pears are so sought after that the growers never have to worry about a market, the buyers of the biggest fruit-handling firms competing for them; deciduous fruits of all kinds, small fruits and nuts, especially almonds, small grains, wheat, etc., are grown on a large scale in the area of greater rainfall near the foothills, without irrigation, and all vegetables produce abundantly in every part of the valley.

Experiments are now being made with sugar beets and it is predicted that there will be thousands of acres supplying these roots to a sugar factory located at Lancaster, the principal town of the valley, within a very few years. Broom corn has been grown successfully this year and the acreage will be increased. The shipments of honey from Lancaster are exceedingly heavy and of fine quality.

The pioneer dairy herds are here already, and their product is being shipped to Los Angeles and elsewhere, but before another year rolls round there will be creameries established at Lancaster and possibly other points in the valley, and it will then pay every alfalfa raiser to feed his hay to his stock instead of shipping it, and so keep the doubled profits at home. With the population of Los Angeles increasing so rapidly that the figures of the census man constitute a gross libel on the city even before they can be made public, and with the insistent demand for more and more dairy products entailed by this growth, it stands to reason that this million or more acres of country, perfectly adapted by nature to the supplying of this crying need and less than three-score miles from the seat of the demand, cannot help but develop along these lines, surely, steadily and rapidly.

Apples and pears thrive in the high Tehachepi district where over 600 acres of commercial orchards flourish and this acreage will be more than doubled this coming planting season.



## The New State of Arizona and Its Progress.

### GROWING RICHER.

**A**RIZONA'S star, the forty-eighth, has at last been fixed on the American flag, and the assumption of self-government now is practically accomplished, with all preliminaries and elections finished. Statehood for Arizona means much in a national way, involving the passing of the Territorial form of government from within the concrete boundaries of the Union. Locally it is of immense importance, throwing the full burden of self-government upon the people, with added expense and with only the limitations of the national Constitution upon the political course which may be followed.

Last February 78 per cent. of the light vote cast ratified a Constitution which had been formulated in Phoenix during the winter. The Constitution, embracing many radical features, was not approved by President Taft. Statehood was saved, however, in the last hours of Congress by an amendment which called upon the voters of Arizona first to eliminate the judiciary recall. With this accepted by the Arizonians, the way was made clear, after their thirty years of struggle for full enfranchisement.

Now there is general expectation of increased prosperity through Statehood, and the claim is made that the political dignity added will conduce as well toward cleaner government and a loftier sense of citizenship.

While the mines have been quiet during the year past, prosperity has generally been known in Arizona, especially in those sections which have their main support in agriculture. Prosperity is indicated in a rise of \$12,000,000 in the Territorial tax roll, which now stands at \$98,032,708. The general tax rate is at its lowest and the administration of Gov. Sloan has been both efficient and economical. Yet the new State is being gridironed with new public roads, and extensive improvements have been made upon Territorial institutions.

Due especially to completion of the Roosevelt project, the capital city, Phoenix, has had a remarkable year of progress, with a million spent for civic improvement and for public buildings, schools and business blocks, and with at least as much more due for expenditure within 1912 in the way of sewers, paving and general measures of building improvement. Tucson has had a stimulation of business and of civic improvement since commencement of work on the extension of the El Paso and Southwestern Railroad to that point. There has also been a remarkable revival of interest in the Arizona University, which is situated in Tucson. Yuma and Prescott alike are expecting large benefit from projects which will secure them water for the reclamation of large tracts of near-by land. Bisbee, Douglas and Globe have more than held their own in the continued operation of their mines.

The Salt River reclamation project, the largest and most comprehensive yet undertaken by the United States Reclamation Service, now is rated at about 92 per cent. complete. The work unfinished is mainly around Phoenix in canal improvement. The storage dam at Roosevelt was completed to the last parapet details last spring and was formally dedicated March

18, by Theodore Roosevelt, who was President of the United States when the first work upon the project was started and whose name it bears. The dedicatory exercises were impressive in the extreme, held upon the crest of the great dam, 242 feet above the bed of the stream, yet still within a mountain canyon of rare grandeur, while above the dam, stretched away for miles, the visible evidence of the structure's utility, an artificial lake that held enough water to assure the valley below against drought for at least a season to come. It happened that the day was timely for the first diversion of stored water, so to Col. Roosevelt was given the honor of opening the supply gates for the first time. Most of the attendants were brought to the ground through the rugged Superstition Mountains, by hundreds of motor cars, over a superb turnpike that had been constructed by the Reclamation Service for sixty miles.

The total cost of the project thus far is understood to have been about \$8,000,000, spent upon the Roosevelt dam, on a magnificent diversion dam above Phoenix, on a dam and power canal above Roosevelt, on the mountain road, on improvement and purchase of the canal systems of the Salt River Valley and in the development of about 8000 horse power. Nearly a million dollars remain to be spent in completing plans whereby the electrical power will be more than doubled.

Though the weir dam across the Colorado River at Laguna was completed more than a year ago, the lands around Yuma are still without water from the project. A part of the Yuma Indian reservation, on the California side of the river, has been divided among white settlers, the Indians having been settled upon another section, with land in severalty. The greater part of the water diverted at Laguna is to be taken across the Colorado at Yuma by means of an immense inverted siphon tunnel. Owing to quicksand, there has been continued trouble and delay in the sinking of the shafts to the desired depth. This has been accomplished, however, and now, under air pressure, the tunnel is being driven under the bed of the stream, the work to be complete within a year. Then is expected an era of the highest prosperity for the locality, which is capable of producing the highest grades of semi-tropical fruits. North of Yuma, beyond the mouth of the Gila River, is a smaller section of farming country, to which water has been supplied this winter by means of a canal built directly from the western end of the Laguna dam. In all over 100,000 acres are to be reclaimed by the project.

During the year there has been renewed activity in the Florence-Casa Grande section, where hopes are entertained of the construction of a water storage dam across the Gila at San Carlos, with the added benefit of a concrete diversion dam at The Buttes, above Florence. Considerable irrigation development has been known in the Santa Cruz Valley, near Tucson. Near Prescott plans are being worked out for a great storage reservoir, wherefrom will be watered a large tract of land peculiarly suited to the growing of apples and vegetables. Artesian water has been developed during the year in the Upper Verde Valley, east of Prescott, and in the San Simon Valley, in the southeast part of Ari-

zona. An irrigation project of magnitude is being worked out in Mohave county, where the growing of cotton is to be attempted on a large scale. Ten thousand acres of the Pima reservation, south of Mesa, are being reclaimed for the benefit of the Indians by means of water pumped from wells by electric power from the Roosevelt dam, recourse to be had also to the Gila River, whenever water is available in that stream.

Much has been doing during the year in a railroad way. At a cost of millions of dollars, the Santa Fe main line has been double-tracked across the Arizona mountain division, from Ash Fork eastward to Winslow, an improvement which has made travel much safer and more expeditious. Surveys have been made for an alternative line southwestward from Ash Fork, shortening the Prescott-Phoenix road to a connection with the Parker cut-off. This line, while longer than that now used, would have much better grades. Under construction is a forty-eight-mile branch from the Santa Fe, Prescott and Phoenix Road down the Verde Canyon to a new smelter site below Jerome. The company's Parker line between Phoenix and Los Angeles has proven a successful investment, insuring the early construction of a large Santa Fe depot and office building in Phoenix.

The Southern Pacific early in the year finished Tucson-Calabasas cut-off and diverted over the road its Mexican traffic, which before went by way of Benson. A twelve-mile branch of the Arizona Eastern lately was put into operation to the new town of Chandler, near Mesa, and a seven-mile branch is projected to Fort Huachuca from the Benson-Nogales line. A nine-mile addition has been made to the Arizona Eastern division, connecting Christmas with the former terminus at Winkelman, and now only about twenty-five miles of construction remains to be done through the Gila River Canyon to complete the line through San Carlos. This will give the Southern Pacific an alternative line through Arizona. The plans of the company include extension of the Phoenix-Buckeye branch through to Yuma, to secure a new Arizona route no longer than that now used and of much better grades. It is probable that this work will be completed during 1912, putting Phoenix on a trunk line. Final surveys have been made for a Southern Pacific road from southwestern Colorado to a southern connection near Globe, Ariz., a work of tremendous cost and of equal importance, creating another connection with the Pacific Coast with the shortest mileage between Chicago and Los Angeles.

Two thousand men are working on a sixty-six-mile extension of the El Paso and Southwestern Railroad system from Fairbanks to Tucson, where connection will be made with the Southern Pacific, instead of Benson, as at present. Tucson has furnished free depots and a right of way and expects to profit greatly by the railroad's advent. The city will be given a \$75,000 depot. Western trackage of the system is being improved, for the better haulage of limited trains delivered to the road from the Rock Island line. It is expected that the Southwestern will be extended to Phoenix, where a connection for the coast can easily be made.

JAMES H. MCCLINTOCK.

## What New Mexico Has Wrought in a Decade.

### GROWING IN WEALTH.

**F**OR ten years New Mexico has been guessing as to its wealth, its growth, its progress. It is true, it has its own annual assessment reports, its own annual school census, the registration and election returns, on which to base some sort of an estimate, but the claims it put forth lacked the stamp of official certitude such as is given this year by the published returns of the Federal census. And the revelations made by these census figures are marvelous. They show:

That New Mexico has increased more than 67 per cent. in population during the past decade.

That in those ten years it more than tripled the area it has under cultivation and more than quadrupled farm values.

That its live stock is worth more than \$43,000,000.

That its staple field crops in the terrible drought year of 1909 were worth \$10,000,000. This year, the products of fields, orchards and gardens exceeded \$25,000,000 in value.

That the total wealth of this new State is worth one-third of a billion of dollars, the physical valuation of the railroads within the State, according to the Census Bureau, being more than \$100,000,000. The U. S. Geological Survey at the same time declares that the value of the coal in sight in the more than 10,000 square miles of surveyed coal fields exceeds five billion dollars.

### IRRIGATION.

Twenty years ago the Territorial Legislature had an expert hydrographic survey made, under the supervision of a competent engineer, now a resident of California. This survey found that there were in cultivation in New Mexico not quite a quarter million acres; that there was water sufficient in sight to irrigate not quite half a million acres.

Today half a million acres are under cultivation by irrigation, 3,000,000 acres in dry farms, and the Territorial Engineer has just announced that a careful series of stream flow measurements over an extended period show that there is water enough to irrigate 5,000,000 acres; that the flowing waters could yield half a million horse power entirely unutilized at present and that fully 10,000,000 acres are adapted to dry farming. It may be added that this is only as to

known factors; the unknown factors are perhaps as great in proportion to the known, as the present development is to the known factors of twenty years ago.

### WEALTH IN MINES.

This, then, is a brief survey of what New Mexico has wrought along these lines in ten years. It now produces 3,000,000 tons of coal a year. It yields gold, silver, copper, iron, lead, zinc, marble, lime, meerschaum, gypsum, cement, building stone, clay and other minerals to the value of more than \$3,000,000 annually, but only a token of the possibilities. The Chino Copper Company is developing extensive workings in Grant county that alone will, from next year on, produce annually as much copper as the total mineral production of the entire State this year. Other companies are doing work of this character and almost as great extent. The smelter at Cerrillos is to resume in a few weeks; the works at Socorro, idle for many years, are being prepared for production; mining camps that had been sleeping the past decade are experiencing the thrill of a new life, now that Statehood and the prospect of a stable government have reassured outside capital.

### FARMING AND FRUIT RAISING.

But after all, mining is only a minor industry when compared with agriculture and horticulture. The government is today building in the Rio Grande Valley irrigation works that are to cost eight million dollars and that will reclaim 200,000 acres. It has completed great projects on the Rio Hondo and on the lower Pecos in Eddy county. Private capital is spending \$10,000,000 on irrigation works on the San Juan, the Las Animas, the Canadian, the Rio Grande, the Pecos, the Gila and their many tributaries. What a prospect for homes and for increased production of field, farm and orchard!

For the past five years there have been 20,000 filings annually in the six land offices of New Mexico and still there are 35,000,000 acres of public land remaining. There are 10,000,000 acres of national forests, several million acres in Indian reservations and Pueblo Indian grants, several million acres in private timber tracts. Does that give you any idea of the extent and of the possibilities of this new State of the Union?

### A RURAL COMMONWEALTH.

In population New Mexico is rapidly advancing to the half-million mark. It is a rural commonwealth, however, and has not yet developed any cities of great size. Which of the towns will some day be the Los Angeles of New Mexico, fate has not yet revealed. The census found only one city with more than 10,000 people and that was Albuquerque, which with its suburbs has reached the 15,000 mark and is advancing rapidly on the 20,000 figure, but has the aspects of a 50,000 city. Only two towns had more than 5000 people, according to the census, Roswell and Santa Fe, although the two towns of Las Vegas together showed 7000 and should be counted as one; Raton, Clarksburg and Las Cruces were nearing the 5000 mark and a half of new towns that sprang up during the past decade or two showed population figures of from 1000 to 5000 and modern improvements and facilities that would be a credit to cities many times as populous. Maps of twenty years ago had only a great white space over the eastern portion of New Mexico are now studded with town and village and postoffice names. The growth has been so quiet, so even, that these are people in parts of New Mexico who have not yet realized its magnitude or its significance.

The old is passing away, or at least, is being crowded into obscurity. Those who love romance, who cling to the landmarks, are filled with regret. But the young and the energetic State builders are buoyant with pride, with enthusiasm, with resolve to make New Mexico one of the wealthy, one of the great States of the Union.

Characteristic of the great advance in culture and education that has been made is the creation of the School of American Archeology and of the New Mexico Museum at Santa Fe. Housed in the ancient palace of the Governors, it has become the Mecca of scholars not only from all parts of the United States, but also from other continents. Its mural paintings by master hand, depicting the early prehistoric culture of the 20,000 cliff and communal dwellings within twenty miles of Santa Fe; its treasures of prehistoric work taken from those mysterious and impressive cities of prehistoric America; its work extending from Alaska to Guatemala, are all indications that New Mexico is keeping step with her younger and older sister, California, in the matters of the higher culture.

PAUL A. F. WALTON.



## Announcements

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized announcements, the nature and responsibility for which are shown in the notices themselves.]

## Griffith's Famous Azusa Orange Groves.

## EL RANCHO GRANDE.

Coming to California, to locate in 1891, after visiting commercially the Coast from Seattle to San Diego, the owner was attracted to the upper San Gabriel Valley by various natural conditions, among which were salubrity of climate and superb water, which suited towards production of fine oranges.

The Azusa Valley offered many advantages to the orange grower with its magnificent water supply from the San Gabriel River and the character of its soil. Of course, the Azusa Rancho and valley afford some of the heavier soils, which at that time were not in demand, and, indeed, were known to be "worthless" for oranges. A spot was chosen that has since produced

fruit that has honored the locality by bringing away diplomas and gold medals many, for its superb, thin-skinned sweet Valencia oranges and its nectar pomelos. Azusa as a city was honored by the late J. E. Slauson. All the permanent work in Azusa lives today to honor him, as monuments to his foresight and wise construction. Hotel Azusa, built by Mr. Slauson, stands today externally mainly as he left it, though internally materially transformed to modern comforts and conveniences. The old picture tiles, imported from England, which decorated the fireplace in the dining-room, were preserved. Much of the furniture is still in use and in every way equal to new. Two years ago, at the request of the citizens of Azusa, the interior of the hotel was entirely remodeled, with some minor changes exteriorly, all of which looked towards the moderate elegance of the now Foot Hill Inn, now recognized as a most elegant, though small caravansary, offering the best moderate-priced accommodation, east of Pasadena.

In the valley one can find citrus groves of all sorts and can be accommodated with one at almost any degree of production. But so fertile was the soil in its virginity that the owners were slow to realize the need of systematic regular applications of fertilizers.

From the small purchase of thirty acres, the El Rancho Grande has grown to 175 acres, in two separate pieces; one piece having been purchased primarily for a reservoir site to furnish domestic and irrigation water for the home ranch of El Rancho Grande. This reservoir contains, when filled, something less than four million gallons of water, being divided into domestic and irrigating reservoirs by a wall, the former compartment being covered. The water of each is conveyed by pressure pipes to the home ranch, thus affording domestic water to the main residence, manager's residence and the houses in the village, comprising foreman's residence, houses for married laborers and the bunkhouse, where each single man gets his separate room with good bed and some comforts. All the houses are lighted by electricity.

The ranch is piped with concrete pipe for irrigation, using nearly five miles of pipe with a stand pipe for letting out the water on each row of trees, minimizing the work of irrigation and assisting to a large accomplishment by the irrigator. By having the reservoir we are enabled to irrigate on the Home ranch at will, as the water company maintains it practically full at all times.

El Rancho Grande now has spread over its 175 acres besides the houses already mentioned one other residence on the Reservoir ranch, nearly 6000 navel orange trees, 4000 Valencia later, 600 Pomelos, 1500 lemons besides a few odds and ends. All are not in full bearing yet and indeed a few are not yet in bearing. About 800 trees will be planted in the spring. The output for the past season has been 56 cars oranges and Pomelos, 13 cars lemons. And extra and scientific care with judicious use of fertilizers, together with the growth of the younger trees is increasing the output annually. It is expected that the Rancho will soon operate its own packing-house and specialize its pack. Visitors to Azusa are always welcome to inspect the ranch after calling at the house for an attendant.



## Porterville Produces the Proof.

## TULARE PARADISE.

"Porterville People Prosper," is more than a mere slogan of the commercial organizations of the metropolis of the Central California orange belt and of the city as a civic entity. That this is an axiomatic statement, however, may be shown the landseeker, the man in search of a location in a prosperous, home-loving community, the investor looking for an outlet for surplus capital, the merchant seeking a new clientele or the man who would live for a portion of his year in the most nearly ideal climate in this most ideal of States.

Months of the Porterville district for the past year that the vast majority of men and women who chosen Porterville for their home, did so after a searching comparison with other portions of inland California. In the lists in a recent detailed report from the secretary to the directors of the Chamber of Commerce, it is interesting to note that a proportion of the new settlers are men of independent means, who are so situated financially that their homes may be made in any portion of California. In fact, that a proportion of our new people during the past year have been men of more than moderate means, that suburban Porterville already has a "Millionaire Colony," in common with other more famous portions of this State.

Porterville, however, lays no claim to being only a home for the man of means. On the contrary, many of the city's merchants and business men, who today count their dollars in strings of figures, came here for nothing more substantial than a stock of energy and indomitable pluck. Porterville society is fortunately free from the least hint of snobbery and the city finds no worshippers among those who are in the city's social life. In fact, the standard is not that of individuality. The question is, "How much are you worth?" but "What have you and what can you do?"

Porterville is the center of a prosperous orange district from which the earliest oranges in California are sent to the markets of the world. This industry is worth yearly in the neighborhood of \$700,000 and the business is constantly on the increase. Certain profits, made possible by a combination of soil, sun and cheap water, have attracted some of the experienced citrus growers of the State to the Porterville country.

## CATTLE SHIPPING.

Porterville is one of the greatest initial cattle shipping centers in California at the present time and during the year from \$400,000 to \$400,000 worth of cattle have been marketed in San Francisco and Los Angeles. Last year the total value of cattle shipped from this value of the oranges by a few thousand

which large profits are being taken. The strawberry record of California is probably held by a Westfield rancher, who, last year, took from an acre of his holdings fruit to the value of \$1100. All deciduous fruits do well and almost without exception every man who has gone into the dairy business has found that a small initial investment has brought him a comfortable and a certain income. Butter fat finds a ready market in co-operative creameries, as the price is always more than 20 cents a pound. Water is abundant and cheap and five cuttings of alfalfa are the rule from the best of the Poplar and Woodville acreages.

Porterville granite is known all over the Coast as the finest building stone produced in California. Some experts even concede the stone to be superior to the best from the quarries of Vermont. There are thousands of acres of foothill lands underlaid with this rock, which only awaits capital to make veritable mines of inestimable value.

Porterville mountains contain thousands of acres of fine timber lands. Some of the finest standing redwoods available for logging in this State are found in the hills to the east and only need the financing to make them the foundation of a great lumbering industry.

Porterville lies a short distance from one of the largest shale deposits yet discovered on the Coast. Expert reports from an eastern manufacturer state that the very finest building material, equal to the best produced in the United States, can be made from this shale. A small investment for machinery, it is said, will make of this deposit a great future industry, because no other similar deposit has been found in the State.

Besides the many opportunities in the Porterville district for the man of capital, and in addition to the proven value of the lands for various sub-tropical crops, there is scarcely an industry of the State which has not proved valuable in eastern Tulare county. Citrus fruits, deciduous fruits, table grapes, lumber, quarrying, building material manufacture, cattle raising—all of these and many other industries, awaiting further expansion and more capital for still further profits.

Porterville is pre-eminently a city of homes. It has been said that in no other city of its size in California are there as many artistic homes as to be found in Porterville. People who live there own their homes. Within the past eighteen months building permits for this sort of building alone have totaled nearly \$500,000.

## NO SALOONS.

Porterville has banished the saloon; there is no restricted district; there is no Chinatown; there are no Japs; there never has been the slightest hint of labor trouble; and climatic conditions make it for nine months of the year, an ideal place in which to live.

Porterville summers are hot. The hot, dry days of June, July and August put the sugar in the oranges,

the table grapes, the peaches, plums and apricots. The warm, dry atmosphere makes possible the annual shipping of the first cars of oranges from this Coast.

Porterville foothills may be reached in an hour on the Porterville Northwestern Railroad. The hills are dotted with comfortable resorts where one can live in the cool of the mountains for prices ranging from \$30 per month upward. Many colonies of cabins are located in the mountain meadows where one can spend the summer out of doors at a trifling expense.

In its school facilities, Porterville is one of the best equipped cities in Central California. Five grammar schools, the buildings of two of which are among the best of the kind in interior California, are now occupied by the students. A bond issue of \$40,000 for an addition to a present \$90,000 High School building will place the High School upon the same basis. In churches the same high standard is maintained and Porterville boasts of one of the few institutional churches in California. In church buildings the enterprising citizens have invested about \$75,000. All are modern in every respect and supported by prosperous congregations.

Vacant land, plenty of it, is still to be obtained and it is awaiting the settler's own choice of industry. There is no aristocracy of money in Porterville, for the laboring man is as warmly welcomed to the community as the man who comes prepared to purchase a \$100,000 orange orchard.

In the social life of the growing city there are practically all the leading lodges, several literary and social clubs for women, and the Chamber of Commerce, which is the parental social, musical and literary organization of the city as a whole. Entertainments, receptions, dances and smokers are given at frequent intervals at the rooms of this boosters' organization, and the newcomer is welcomed and made acquainted with his new neighbors and fellow business men.

It is as a home city that Porterville is particularly prominent. There are all the attractions which make an ideal home city, and the metropolitan conveniences but none of the metropolitan evils. There are no hobos, no Japs, no disreputables, no saloons, no gambling halls, and it has always been a boast that women and children may walk the streets unattended at any hour of the day or night.

In a word Porterville is the happy and prosperous center of a happy and prosperous people. During the past three years it has led Central California in net growth. Its bank deposits are said to be the largest per capita of any city of the United States as far as records are available. Thousands of dollars have been spent for public improvements of all kinds, including paved streets, extensions of sewer systems, improvements of the municipal water plant, the purchase of a complete automobile equipment for the fire department and many other smaller civic enterprises.

Porterville is a clean city, of prosperous, home-loving, contented, patriotic people. Porterville people prosper.



## Beet Sugar Superseding Cane Product.

### THE HOLLY SUGAR COMPANY.

The Holly Sugar Company is one of the biggest concerns engaged in the manufacture of beet sugar in the West. It was organized at Holly, Colo., in the year of 1904. It has two factories in the Centennial State, one at Holly and one at Swink. When the company decided to enter the California field because of the extent of the beet-growing industry here, it began the erection of a big factory at Huntington Beach.

This plant was completed on July 1, 1911, and was arranged so as to have a capacity of 750 tons of beets a day. It has greatly exceeded the rated capacity the first season of its operation, besides having to its credit the banner daily run of 927 tons. The Huntington Beach plant of the Holly Sugar Company covers

than beet sugar. Every operation of the manufacturing process, from the slicing of the thoroughly washed beets to the sacking of the refined product is performed by the most perfect machinery and under conditions which insure the most complete sanitation and cleanliness.

The old prejudice against the use of beet sugar for certain purposes, has entirely disappeared, and the fact that beet sugar is the equal of cane sugar, has been publicly recognized by the United States government. Circular No. 33, issued by the Agricultural Experiment Station of the University of California, gives the results of two years' test of the relative merits of beet sugar in preference to cane sugar for making preserves and jelly, and shows that beet sugar is unexcelled for these purposes. Beet sugar gives perfect results in cooking, pastry and candy making, and is used by particular housewives throughout the country,

of beet sugar in the United States, and the men who have invested their capital in such enterprises and have persevered in the face of adverse circumstances and legislation, are entitled to the gratitude of the people of the whole country. The Cuban Reciprocity Act was a hard knock to the beet sugar industry of this country, and it is said by persons familiar with the conditions, that while legislation was pending there were more than eighty factories ready to be started in this country. It is a matter of history that none of them was built.

The Holly Sugar Company, however, persevered in its undertaking and has been one of the principal agencies through which a new industry has become an established fact. Through its operations thousands of persons are annually given employment, and many thousands of dollars find their way into the pockets of the growers of sugar beets in this and other States.



a tract of sixty acres, but as yet the company owns no land for the growing of sugar beets. It has, however, been a boon to the Southern California growers of beets, because all the product of the Huntington Beach factory is bought in this State.

The officers of the Holly Sugar Company are: President, R. W. Kelley; vice-president, Michael Gavin; secretary and treasurer, J. C. Mitchell; general superintendent, S. W. Sinsheimer; auditor, Remsen McGinnis. C. A. Johnson is manager of the new Huntington Beach factory.

The picture of the Huntington Beach plant accompanying this article shows what a big industry has lately been added to the long list in California. At this plant the Holly Sugar Company manufactures an extra fine grade of sugar for table use. It is now generally admitted that nothing can be purer or cleaner

as well as by the best candy-makers, bakers and fruit packers.

Then there is another and very important thing to be considered. Every dollar expended for beet sugar goes into circulation in the United States. This country sends abroad more than \$100,000,000 every year to pay for sugar produced by foreign pauper labor. The sugar production of this country, it is said by experts, is easily capable of being developed to the point where it would equal the total consumption. It is for this reason that the management of the big industry urges that consumers purchase beet sugar and thereby help to keep the enormous sum of money expended at home where American labor, American farmers and American investors will share in the benefits along with the manufacturer.

It has been a long, hard pull for the manufacturers

Especially have the owners of land adjacent to Los Angeles, between this city and the beaches, profited by the operations of the Holly Sugar Company and other like concerns. There are thousands of acres planted to sugar beets each year, and the returns to the growers have been highly satisfactory. The growing of sugar beets and their manufacture into the finest grades of the refined product is now recognized as one of the established big industries of California. In bringing about this result the Holly Sugar Company has played a notable part.

The company is naturally greatly pleased over the fact that the first season's run of the new factory has exceeded expectations. That a plant designed to handle 750 tons of sugar beets daily should show a capacity of practically 1000 tons a day, is deemed a matter for congratulation.

## The Home of the Sugar Beet in Orange County.

### THE SOUTHERN CALIFORNIA SUGAR COMPANY.

The increased use of sugar as food combined with the more active development of the beet sugar industry in Southern California has brought the great enterprise into more than ordinary prominence in the industrial and commercial world, mainly through the operations of the Southern California Sugar Company, which was incorporated in the month of May, 1908, with factory and offices established at New Delhi, on the line of the Pacific Electric Railway, one mile south of Santa Ana, in Orange county.

The Southern California Sugar Company is a home institution, its stock being held and owned by residents of Santa Ana and vicinity. The officers of the company are: F. H. Case, president; F. P. Nickey, vice-president; C. A. Riggs, secretary; J. M. Raugh, treasurer; F. B. Case, manager; H. W. Hinse, superintendent.

The modern factory of the company, with capacity of 600 tons daily, was completed in July, 1909, and has been in successful operation through three successive campaigns—1909, 1910 and 1911. The past year the capacity of the plant was 770 tons daily, and averaged 700 tons daily during the season of plentiful delivery of beets.

When it is recalled that the annual production of sugar beets and the refined product in the county of Orange is approximately \$10,000,000, the reader will realize the vast importance of this industry to Southern California, the State and the nation, serving as it does to cut down the heretofore heavy importations of sugar and serving also to defeat the efforts of the sugar barons to boost prices to unreasonable figures, to the loss of the consumers.

The Southern California Sugar Company, through the enterprise and faith of its managers, has done more to open the beet lands of Orange county to successful cultivation, by bringing the growers' delivery stations within easy wagon haul, than any other company, or through the operation of any other method conducive to speedy and convenient marketing of the beets. Another potent factor in further development of the beet sugar land was the opening up of the Pacific Electric Railway between Santa Ana and Huntington Beach.

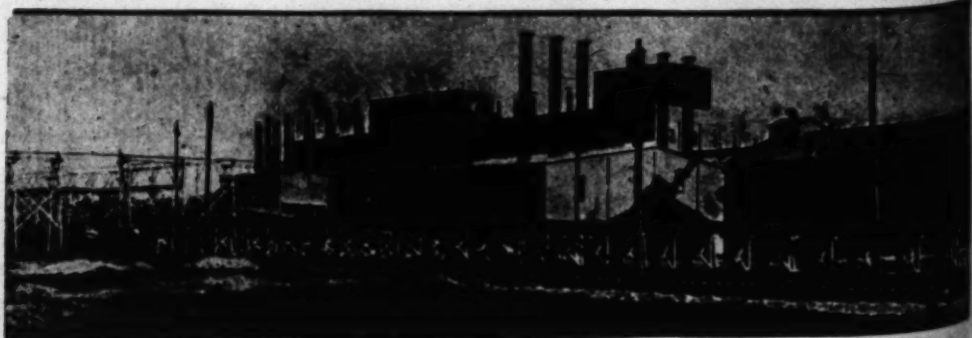
The manufactured product of the Southern California Sugar Company is sold in Chicago, St. Louis and in other big markets of the East. During all of the past summer, at the time of the sensational advance in prices, the sugar of the company, which is of the highest quality, sold at a reasonable figure, and held the market down one cent a pound.

With regard to John Arbuckle's assertion that if the duty on raw sugar were repealed every consumer in the land would be benefited, Clarence C. Hamlin, chairman of the Executive Committee of the United States beet sugar industry, has this to say:

"Beet sugar is the only competitor the refiners have, as from it they can exact no toll, and every pound of beet sugar produced means one pound less for them to refine. Their purpose in seeking its destruction is clear."

This declaration of Mr. Hamlin is in direct line with the opinions held by the management of the Southern California Sugar Company.

Some time ago an attempt was made by the United States government to establish reciprocity terms with regard to sugar produced in Cuba, and pending the decision the building of fully eighty beet sugar factories in America was held up. The proposition is still unsettled. But for that move the factories would have been erected and put in successful operation, and enough beet sugar would have been produced to have supplied all of the consumers of the United States with the possibility of a residue for exportation.



Southern California is leading in the beet sugar industry, each year making a larger showing in the amount of the output and total number of acres under cultivation. The Southern California Sugar Company plans to further enlarge its operations in Orange county.

The cultivation of sugar beets is one of the most profitable occupations for the farmer, the factories paying the grower about \$6 a ton for his product, besides providing every possible convenience for the economical handling of the crop from season to season. It is related by an expert that for five months the sugar beet stands in the soil when it is harvested. The farmer has at the close of the season cleared and cleaned his land and then when spring planting comes, he is unhindered in the rapid work of seeding, which must be done without delay once the proper season arrives. This, in California, runs all the way from February 1 to an indefinite point in late spring—perhaps the middle of May. Four to six weeks after the beet seed is placed in the ground, which is done with drills, and at the rate of twenty pounds to the acre, "blocking" and

"thinning" must be done, and in the maturing of the crop many details are exacted, but none so wearisome as that of growing grain in the East.

Thousands of farmers in California are engaged in growing sugar beets. It is not an uncommon thing for a grower to produce 200 to 300 acres of sugar beets. The beets in most cases run twenty tons to the acre, and the price is around \$6 a ton, or a return of \$120 to \$150 per acre for a season.

The California beet grower is to reap large returns on his crop when he comes to understand the value of the by-products and freely makes use of them. The good roads in Orange county permit of easy hauling.

The Southern California Sugar Company was the first factory in California to erect a pulp drying plant. This it did, installing a steam drying plant at a cost of over \$100,000. The dried pulp is a most excellent stock food and is readily handled and shipped to a distance with small expense. Pulp has been one of the most valuable by-products of a beet sugar factory, and the dryer has made it practical to place this food article in the hands of all who desire to use it. Henceforth, pulp as it comes from the factory, containing

65 per cent water, has been too expensive to haul to make it available to those living some distance from the factory. Dried beet pulp is a valuable food product for all forms of stock, and chicken food, as well as having been found in Southern California the most valuable of all food for ostriches.

It is already being used extensively as feed for cattle and horses. Another by-product—molasses—is very valuable as a feed for horses, and when added to damaged or inferior hay or other food stuffs, makes one of the best possible articles of diet for them, and is eaten readily. The lime-waste from a beet sugar factory forms one of its extensive and staple by-products, and will come into universal use as a fertilizer on all farm lands. Truly, it may be said, in by-products the California sugar beet farmer faces an as yet unexplored opportunity.

It is estimated that the beet sugar industry in Southern California in its cultivated acreage, in the big plants and other features, represents an investment of a sum close to \$35,000,000.



# The Beet and Its Saccharine Product.

## SANTA ANA CO-OPERATIVE SUGAR COMPANY.

The versatility of the rich soil of Southern California is one of the great marvels of the Golden State, and it is a feature which is constantly adding to the great wealth of the Pacific Coast region.

The magic touch of water wherever placed is the factor which makes it possible with certainty of big returns to give to the horticulturist or agriculturist within a few years a condition of comfort and independence that in other less favorable localities, in the West and elsewhere, had been the fond dream of his life. Here in Southern California are produced all varieties of necessities of life, and here are grown most successfully choice varieties of citrus and other fruits

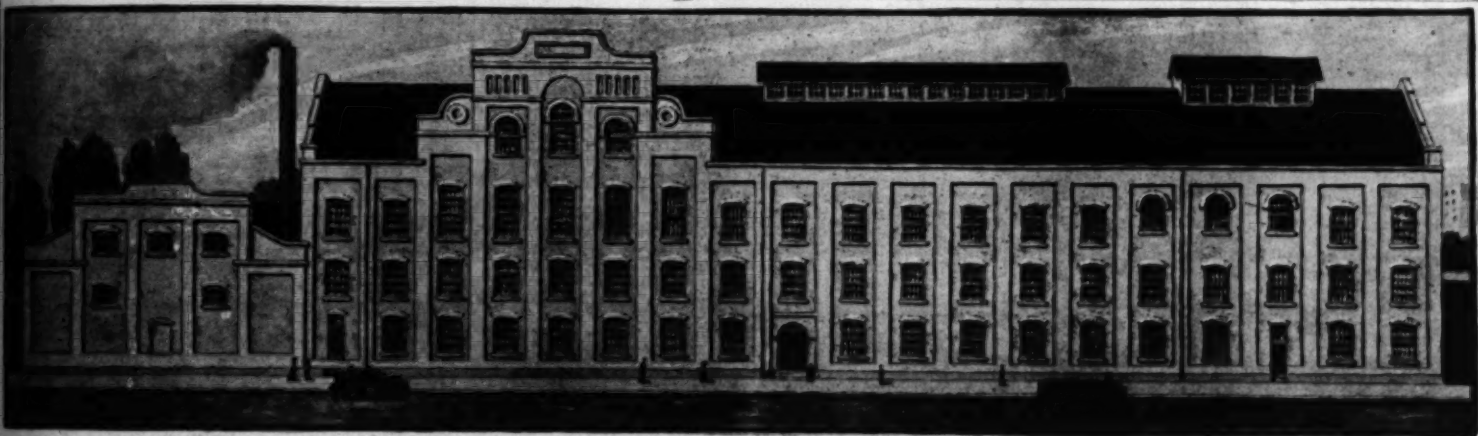
and when it is finished it will be one of the finest, if not the finest in all of its appointments, to be found anywhere in the country. The building covers a large area, and combines all of the best features of old established beet sugar factories in this country with many of the added facilities which commend themselves to the most experienced operatives. The company, which as its name indicates, is co-operative in organization, has spared no pains nor money to bring into existence a plant which will excel all others in attaining the best possible results at the least expense. The company has built well and solidly, and in the planning has arranged to make such additions from time to time as the enlarged business will require in taking care of the heavy crops of the growers and in entering into competition with others engaged in the same enterprise. The capacity of the plant is 700 tons of sugar beets daily, with a run of 100 days every year. More than 300 men

is widely known throughout the world for its great fertility. More than 8000 acres of the Irvine Ranch are under cultivation for the production of sugar beets, and hundreds of farmers are growing rich in giving attention to this particular industry.

The officers of the company are: James Irvine, president; James McFadden, vice-president; A. J. Crookshank, treasurer; H. T. Harris, secretary. These officials, with George W. Moore, comprise the directorate.

In the conduct of the plant and the management of the business in all of its details the directors give their undivided attention, and as all are practical business men and long time residents of the State they are eminently qualified through executive ability and personal experience to continue the already established prosperous condition of the enterprise.

It is a matter of recent history, developed by the sudden advance in the price of sugar last summer, that the



NEW PLANT IN COURSE OF CONSTRUCTION.

are unsurpassed for nutritive quality and sweetness—products which find a ready market not only at home but also in all of the big markets of the world.

In recent years the beet sugar industry has found its most measure of success in Southern California. Men of vision and capacity recognized the high value and desirability of the rich soil of the San Gabriel Valley for this particular industry, and as a result many thousands of acres are now under cultivation, the annual crop being valued at around \$10,000,000. Many fine beetries have been established. One of the most recent of the largest factories now under construction is that of the Santa Ana Co-operative Sugar Company. It is located three miles southeast of Santa Ana, on the lines of the Southern Pacific and the Pacific Electric roads, thirty-five miles from Los Angeles. The great factory, a picture of which in part is shown with this article, is being built by the Dyer Company of Cleveland, Ohio,

are employed during the busy season, all of whom are paid good wages for their skill and labor in handling the beets and the output for the market.

The structure is provided with the most modern machinery and other up-to-date facilities for the converting of the beets into the finest quality of sugar, and there is no waste. Absolute cleanliness is a great feature of the big factory, special pains being taken to give to the wholesalers and jobbers of the local and Eastern markets extra fine sugar, a sugar which will bear the closest inspection and meet fully the wants of the consumers, thus adding to the already glorious and valued fame of California for the production of the best grade of goods of every description for the most fastidious consumer.

The sugar beets grown for the Santa Ana Co-operative Sugar Company come from a large section of the great Irvine Ranch in the San Gabriel Valley, a district which

beet sugar growers and producers of America saved the consumers of our country millions of cash by keeping down the price of this important article of daily consumption. The big refiners of raw sugar attempted to dictate the price of sugar, and did run it up to a pretty stiff figure, but the beet sugar producers had produced more than 5,000,000 tons which served to keep sugar below ten cents a pound. It was a short-lived grab, and the credit for the break in the price to a proper level belongs to the beet sugar people. With the present rate of production it will not be long until the beet sugar companies will produce enough sugar to supply all consumers in the United States. Attempts to remove the tariff on raw sugar are strenuously opposed by all beet sugar companies and growers. Competent representatives will be in Washington to resist the efforts of foreign sugar interests now fighting for the removal of the tariff.

## SOUTHWESTERN SUGAR AND LAND COMPANY.

One of the great and certain sources of wealth in the Pacific Coast region is the sugar beet industry. It is rapidly approaching in gross returns to the investor the millions that are annually earned by the citrus growers. As the acreage suitable for the growing of the sugar beets is discovered and cultivated the enterprise grows from year to year.

The Southwestern Sugar and Land Company, with main offices at No. 413 South Hill street, Los Angeles, is among the largest operating companies on the coast. It possesses valuable holdings not only in the State of Arizona, but also in Colorado.

The officers of the company are R. P. Davie, president; J. R. McKinnie, vice-president, and E. O. Harris, secretary and treasurer. The company, which was incorporated in 1908, has ample capital at its command and is operating on a gigantic scale, using the most improved methods and managing the enterprise along an approved system in order that the full benefit of the enterprise may be shown in annual results.

The factory of the company is established at Glenwood, Ariz., near Phoenix, and is equipped with improved machinery and other facilities which minimize the cost of production for the market. More than 100 employees are engaged in various departments of work connected with the growing of sugar beets.

There are 8300 acres of land near Phoenix owned by this corporation. The entire tract is splendidly irrigated by the great Roosevelt dam. Because of this there is no time of the year when there is a lack of water, one of the most important factors connected with the enterprise. The company has established a permanent and satisfactory connection with the dam and is in a position to use the water at will and in quantities required to assure a certain production from season to season.

Thirty tons of sugar beets to the acre is not an unusual crop. To the farmer the company pays \$1.00 per acre. The acreage thus produces gross returns of \$30,000 per acre. Many farmers are engaged in the sugar beet industry in Arizona and they are in independent circumstances.

In converting the sugar beets into sugar for the markets of the world, the Southwestern Sugar and Land Company at their factory use the Osmose process of refining. This improved refining process converts sugar into a commodity suitable for all canning purposes. McKinnie & Davie also control a large mill at Grand Junction, Colo. The Phoenix mill is patterned after this mill. The company handles 1000 tons of sugar a day and 2500 bags of sugar. The daily output of the plant is sugar valued at \$15,000.

The sugar beets are planted during the winter and are harvested in the month of May, which is the earliest of any beet sugar-growing enterprise in the world. All of the land is located in Maricopa county, Arizona, and is selected especially for richness and from the fact that it is conveniently located near the Roosevelt dam.

The vast production of the company finds a ready market among the jobbing-houses of the West and

East at figures which assure the financial success of the industry.

The failure of the beet sugar crop in Germany, as well as the shortage in other parts of the world, due, it was said, to incessant rains and floods, sent by price of sugar skyward. At one time the price went to 10 pounds for a dollar quoted by the retail dealers in Los Angeles. Sugar is now never lower than 19 to 20 pounds for a dollar. It is a staple commodity that people must have. The field is broad for profitable production and the hungry markets of the world bring satisfactory and certain returns, especially for the Pacific Coast product. No other industry offers a more inviting field for the investment of capital and the intelligent cultivation of the soil than sugar beets.

J. R. McKinnie, the active vice-president of the company, is a pioneer beet sugar grower. He was one of a few men who made the first subscriptions for the establishment of a beet sugar factory in the State of Colorado. That was thirteen years ago, and previous to that date and since, Mr. McKinnie has been identified with the enterprise, always making good and adding to the bank account of those who joined him in the production of sugar beets.

## ANAHEIM SUGAR COMPANY.

While the total annual output of the great beet sugar factories of the State of California does not amount in dollars and cents to the valuation of the annual production of citrus fruits, in a larger measure by many this industry is considered fully as important to the wealth of the counties and State as that of any other enterprise where the soil is the chief factor. The successful production of beet sugar for the markets of the world has brought into high value many broad and fertile acres in Southern California, especially in the sections confined chiefly to the rich San Gabriel Valley, and one of the best known plants is the Anaheim Sugar Company, whose factory, built along modern lines, lies close to the flourishing town of Anaheim, on the Santa Fe railroad line.

The factory is just a mile from Anaheim. The capacity of the plant is 700 tons a day, with 250 men employed in the season, and the company is equipped to handle a large per cent. of the crops of the growers of beets in Orange county. Liberal in management and generous in their consideration of the growers, the company stands high among the farmers, who receive the highest market price for their product.

The officers and directors of the Anaheim Sugar Company are: William McLaughlin, Otto Rust, Richard Melrose, C. M. Warner, C. T. Stimson, F. P. Teigerwalk and A. P. Peck, all of whom are wealthy and representative business men of the community, many of whom occupy well-appointed homes in the vicinity of Anaheim, and give their attention to the details of the beet sugar factory. They have given years of their time and the influence of their capital to establish the sugar industry, and to induce homeseekers to engage in the enterprise of growing sugar beets. Like all other producers of beet sugar, the management is strongly opposed to the attempt of the eastern cane refiners who are bringing in the foreign product, to abolish the present duty on raw sugar, for if the proposed measure passed, the American beet industry will be seriously affected. As it is now with the added acres under cultivation and the building of more factories there ought soon to be produced enough beet sugar in the

United States to more than supply the home market. The growing of sugar beets has come to stay, and it is this industry which prevents the advance in the value of a product which is one of the chief sources of sustaining human life.

## CALIFORNIA VEGETABLE UNION.

The California Vegetable Union, occupying rooms 332 to 340, Citizens' National Bank building, Los Angeles, is a shipper of vegetables in carload lots. The officers are as follows: W. F. Cronemiller, president; F. P. Fay, vice-president; Thomas O'Neill, general manager; H. S. Hazeltine, secretary and assistant general manager.

This corporation makes a specialty of exploiting and opening new markets for California vegetables, which it handles exclusively. Its fair dealings with the growers have made it a host of friends in all the various districts in both northern and Southern California.

It handles the products of associations and has loading stations and packing-houses at Coachella, Thermal, Brawley, Earl Station, Nadeau Park, Hobart, Hyde Park, Cudahy, Compton, Wiseburn, Tweedy, Ardmore, Los Angeles, Dozier, Inglewood, Lynwood, Vegala, Bell Station, Cienega, Vinvale, Central Avenue, Florence El Monte, Puente, Arcadia, Irwindale, Bassett, Baldwin Park, Savanna, Monrovia, Vineland, Covina, Fullerton, Northam, Neff, Olive, Benedict, Anaheim, Loara, West Anaheim, Placentia, Buena Park, Brookhurst, Nutwood, Yorba, Wanda, Smeltzer, Acelga, Electric Spur, Wintersburg, La Bolsa, Huntington Beach, Newlands, Paularino, Aliso, Santa Ana, Westminster, Northam, Westfall, Long Beach, Los Alamitos, Whittier, Evergreen, La Habra, Imperial, Meloland, Keystone, San Fernando and Lankershim in Southern California, and at Antioch, Holt and Stockton in Northern California.

## LOS ANGELES CAN COMPANY.

The Los Angeles Can Company, which was established in 1903 and incorporated the following year, is one of the big industries of Southern California, whose territory embraces all of Southern California, Arizona, New Mexico and the northern part of the republic of Mexico. The company is engaged in the extensive manufacture of a full line of fruit and miscellaneous cans, and occupies a factory building 70x170 feet, warehouse 60x150 feet, three stories, floor space one and one-half acres. Two hundred operatives are employed, all residents of Los Angeles.

The company recently added a modern equipped machine shop, and manufactures its own facilities, especially the Angelus Sanitary Can Closing machines for closing of sanitary cans after being filled with fruit, no solder being used.

Officers are: F. F. Stetson, president; T. J. Spencer, vice-president; D. K. Stetson, treasurer; E. S. Irvin, secretary; W. W. Totty, director.

The big plant is located at Nos. 300 to 330 North Avenue Nineteen. The officers and directors have resided in Los Angeles for twenty-five years, and have contributed in a large degree to the general up-building of the city.



## Co-operative Marketing of Citrus Fruits.

### CALIFORNIA FRUIT GROWERS' EXCHANGE.

The California Fruit Growers' Exchange, with general offices in the Consolidated Realty building, on the southwest corner of Hill and Sixth streets, Los Angeles, is recognized as one of the largest, best organized and well-managed co-operative marketing agencies in the world. It was established through the wisdom and experience of California fruit growers, October 21, 1895, and through the able management of the officers and directors it has become one of the most valued of the marketing institutions in any line of products in the West. Since 1904 no less than 49,804,838 boxes of fruit, with total sale valuation of \$89,582,490, and grand average value per box of \$1.80, have been handled. Losses for the entire period were only \$5,559.78.

The principal purposes and objects of the California Fruit Growers' Exchange are given in the following summary:

To lessen the cost of marketing by creating agencies who will act for each member.  
To insure the collection of sales.  
To facilitate the collection of damage claims.  
To encourage the improvement of the product and the package.

To increase the consumption of citrus fruit by developing new markets and to aid in supplying all the people with good fruit at a reasonable price.

To secure a fair and just government of all bodies affiliated with these parties, democratic in principle and through which at all times all policies shall be controlled by the majority will of the shippers connected therewith, in just proportion to shipments made.

The business engaged in, being interstate in character, is to secure at all times full compliance with the laws of the United States concerning interstate commerce, and to that end prevent any organization connected therewith from having any power or authority in contravention of the laws of the United States concerning such business.

The general plan is to unite in securing those results which are beneficial to all alike, but at the same time preserving to each shipper complete independence of action as to all of his shipments.

The officers and directors of the California Fruit Growers' Exchange are: President, F. Q. Story; first vice-president, P. J. Dreher; second vice-president, W. G. Fraser; general manager and secretary, B. A. Woodford; assistant general manager, E. G. Dezell; cashier, J. L. Merrill; sales agents, R. E. Wilkinson, D. C. King and T. H. Powell; traffic manager, A. M. Mortensen.  
Board of Directors: F. Q. Story, Alhambra; W. G. Fraser, Riverside; W. C. Hendrick, Azusa; P. J. Dreher, Pomona; H. E. Swan, Ontario; S. B. Hampton, Corona; W. W. Bacon, Duarte; J. Hudson, Highgrove; J. S. Edwards, Redlands; W. M. Griswold, Covina; A. P. Johnson, Riverside; J. A. Milligan, Porterville; D. G. Overall, Lindsay; B. B. Shepherd, San Bernardino; C. C. Teague, Santa Paula; D. E. Huff, Orange.

Identified with the general exchange, are the following named organizations: Associated Fruit Exchange, Highgrove; A. C. O. Fruit Exchange, Azusa; Arlington Heights Fruit Exchange, Riverside; Central California Fruit Exchange, Lindsay; Covina Fruit Exchange, Covina; Duarte-Monrovia Fruit Exchange, Duarte; Ontario-Cucamonga Fruit Exchange, Upland; Queen Colony Fruit Exchange, Corona; Redlands-Highlands Fruit Exchange, Redlands; Riverside Fruit Exchange, Riverside; San Antonio Company Fruit Exchange, Pomona; San Bernardino Company Fruit Exchange, San Bernardino; Semi-Tropic Fruit Exchange, Los Angeles; Sunset Fruit Exchange, Orange; Tulare County Citrus Fruit Exchange, Porterville; Ventura County Fruit Exchange, Santa Paula.

The marketing season of the exchange ending on the first of September was in many respects the most remarkable in the entire history of the organization. The California crop of both oranges and lemons was by far the largest in the history of the business, and there was no appreciable damage to the fruit by the elements, although it is stated there was the heaviest drop of navel oranges ever known in some sections, due to natural causes late in the season.

B. A. Woodford, the general manager and secretary of the exchange, submitted a very interesting and full report to the stockholders at the last annual meeting, from which are made the following excerpts:

"For oranges, the extreme prices for the higher grades of some of the other years were not realized, while lower grades and off-sizes did, on the whole, remarkably well.

"In lemons there was great fluctuation at different times in the quantity of imports arriving and selling, largely due to manipulation by the importers for political effect. The result has been a more erratic market for lemons than usual.

"Notwithstanding these things, through more extensive advertising on the part of the exchange than ever before, and through the widest and most even distribution ever known in all markets at all times, the consuming public have had continuously brought to their attention the fact that California had oranges and lemons in quantity to sell and that they could always get them at attractive prices, the result being that our fruit has brought fair money and the season must have proved a satisfactory one to all growers who had good crops.

"The exchange has handled during the year 10,842,831 boxes, or 25,123 carloads, as against 7,578,501 boxes, or 19,629 carloads, the previous season—an increase of 43 per cent. The percentage of the whole California crop shipped through the exchange has increased slightly, being over 61 per cent, as against a little less than 60 per cent. the year before. Of all citrus fruits consumed within the United States, you have handled about 40 per cent. of the oranges and 35 per cent. of the lemons.

"You have brought into California in cash for this fruit, \$29,509,000, the average price for every box handled being \$1.89, f.o.b. the cars.

"During the seven years since the agency was established, there have been sold through the exchange nearly 50,000,000 boxes of oranges and lemons for which there has been brought to California in cash about \$89,000,000, with losses through failure to collect or in transmission of funds, of less than \$6000, a very small percentage of the whole sum.

"On January 1, last, G. Harold Powell, of whom you all have knowledge, took charge of the affairs of the Citrus Protective League, as manager. With the great problems of freight rates and tariff duties, as well as other matters of importance continually before them, the growers are to be congratulated in obtaining the exclusive services of one as competent as Mr. Powell to handle these questions.

"In freight rates, nothing decisive has resulted during the year. The lemon rate matter is now before the Interstate Commerce Court and the refrigeration rate matter has been sent back to the commission by that court for further hearing. It is likely to be one or two years more before those questions are finally determined.

"In tariff matters the remarkable efforts during the past few months of the importers of New York to entirely wipe out or greatly reduce the rate of duty on citrus fruits have, for the time being, been successfully blocked, for which all growers are greatly indebted to Mr. Powell and California's delegation in Congress. The question, however, is not yet definitely settled, but the Protective League expects to be able, through data it has gathered in this and other countries at great expense and effort, to convince Congress that your interests are entitled to an adequate rate of duty."

In this connection it is interesting to refer to the early disadvantages the fruit growers had to contend with in bringing their great industry to a paying basis, which finally crystallized in the formation of the California Fruit Growers' Exchange.

Oranges and lemons have been grown in California for 100 years, but the first trees of the Washington navel variety were set in 1874. It was the destiny of these trees to change the history of the orange growing, or rather to open up a new epoch in its history, built upon the excellence of a single variety, and bringing California an almost world-wide reputation for her citrus fruits. Twenty-five years ago the total shipments were scarcely twenty carloads annually. Fifteen years ago the total shipments were approximately 4000 carloads, or slightly in excess of 1,250,000 boxes.

Since that time there has been an increase from year to year, until the average of the last three seasons has reached the vast volume of 40,000 carloads, or 15,000,000 yearly. The net f.o.b. value of the crop in 1906 was \$20,000,000. The crop of the past season has exceeded that amount by \$12,000,000.

When citrus fruit growing in California emerged from

the stage of experiment and pastime into that of profit-seeking, the problem of marketing immediately confronted the growers. Various propositions were presented, and many of the growers undertook to handle their own fruit, often with disastrous results. The California Fruit Agency was established, and in a measure, improved conditions, but it did not meet fully the demands and growing conditions. It was in 1904 that the California Fruit Growers' Exchange was incorporated. This organization was founded upon the theory that every member is entitled to provide his pro rata of fruit for shipment through his local association, and every association to its pro rata of the various markets of the country. This theory reduced to practice gives every grower his fair share, and the average price of all markets throughout the season. Another cardinal provision of the plan is that all fruit shall be marketed on a level basis of actual cost, with all books and accounts open for inspection at the pleasure of the members. These broad principles of full co-operation constitute the basis of the organization.

The exchange system is simple, but quite democratic. The local association consists of a number of growers continuously located, who unite themselves for the purpose of preparing their fruit for market on a co-operative basis. They establish their own brand, make such rules as they may agree upon for grading, packing and pooling their fruit. Usually these associations own thoroughly-equipped packing-houses. All members are given a like privilege to pick and deliver fruit to the packing-house, where it is weighed in and properly receipted for. Every grower's fruit is separated into different grades, according to quality, and usually thereafter it goes into the common pool, and in due course takes its percentage of the return according to grade. Any given brand is the exclusive property of the association using it, and the fruit under this brand is always packed in the same locality, and therefore is of uniform quality. This is of great advantage in marketing, as the trade soon learns that the pack is reliable.

There are more than one hundred associations covering every citrus fruit district in California, and the pack nearly 300 reliable guaranteed brands of oranges and lemons. The several associations in a locality unite to form the local exchange, which serves as a medium, and to a certain extent as a buffer between the associations and the general exchange.

The California Fruit Growers' Exchange, referred to as the general exchange, from top to bottom is planned, dominated and, in general detail, controlled absolutely by fruit growers, and for the common good of all the members. No corporation or individual reap from it either dividends or private gain.

The general exchange through its officers, and directors established a system of exclusive agencies in all principal cities of the country, employing as agents active, capable young men of experience in the fruit business. Most of these agents are salaried, and have no other business of any kind to engage their attention, and none of the exchange representatives handle any other citrus fruit. These agents sell to smaller cities contiguous to their headquarters, or in the territory covered by their districts.

A general or traveling agent covers all of the districts, with authority to supervise and check up the various offices. The general agency is established in Chicago and maintains a complete bureau of information, through which every day all agents receive detailed information as to sales of exchange fruit in other markets the previous day. Possessed of this data the selling agent cannot be taken advantage of as to prices. If any agent finds his market sluggish and is unable to sell at the average prices obtained elsewhere, he promptly advises the head office in Los Angeles, and sufficient fruit is diverted from his market to relieve it and restore it to normal level. The actual practice approximately 30 per cent. of all fruit shipped by the exchange is sold at public auction at point of consumption, and of the remaining 70 per cent, the greater part is sold at private sale at a price agreed upon between the seller and the purchaser at point of arrival on market conditions as they prevail at the time. Through these agencies of its own the exchange is able to get and transmit to its members the most trustworthy information regarding market conditions, visible supplies, etc. The great agency affords a maximum of good service at a minimum of cost. The volume of business is so large that a most thorough equipment is maintained at the minimum cost to the growers.

### THE AMERICAN-HAWAIIAN STEAMSHIP COMPANY.

This line is the pioneer water route between the Atlantic and Pacific oceans and the growth of this greatest American steamship company has been remarkable.

In recent years a chorus of lament is sung over the scarcity of American merchant ships of the seas.

Specialists in the shipbuilder's art, in the regulation of traffic, and in politics and economics have studied this subject, with the object of securing some plan which would stimulate the building of American ships.

Innumerable suggestions have been proposed, chiefly involving some form of government aid or subsidy to either the shipbuilders or the steamship companies—but no tangible plan in this direction has ever resulted.

Many specialists have voiced their views on this subject, and innumerable suggestions (mostly contemplating some form of government aid or subsidy) have been urged in order to stimulate the building of American ships.

Amid all the clamor of divergent opinion there stands out one brilliantly shining example of what American brains, pluck and energy can accomplish, viz.: "The American-Hawaiian Steamship Company." While others have talked this company has acted, and to such good purpose that, beginning ten years ago with one vessel, it owns today (afloat and building) twenty-four huge cargo-carriers equipped with every modern appliance for the safe, expeditious and economic handling of a vast tonnage, manned throughout with American officers and seamen, and flying the American flag—twenty-four giant freighters of which there are few equals and no superiors anywhere in the world.

"Do noble things. Don't dream them all day long," says the poet. Certainly this company has done much for the power and prestige of American shipping in the

great oceans, and has done it without asking or receiving any government aid whatsoever. Today they occupy a well-established position in the trade between the Atlantic and Pacific ocean ports, giving the public regular, reliable and efficient service at rates much lower than were ever possible by the transcontinental rail carriers.

The service started through the Straits of Magellan about ten years ago, with a sailing every six months between New York City and the Pacific Coast cities and Hawaiian Islands, and has gradually been increased, until now a steamer arrives at and sails from each port every six days, and it is not inconceivable that after the opening of the Panama Canal this service may become daily.

During its existence this company has kept pace with new conditions. The service continued through the Straits of Magellan until the opening of the Tehuantepec National Railway, crossing the Isthmus of the Tehuantepec in Mexico, which afforded a much shorter route between the Atlantic and Pacific Coasts by water than was formerly possible. The company, recognizing the public advantage of this opportunity, transferred its entire fleet to co-operate in the upbuilding of this new avenue for commerce, and its vessels are now all employed in this route. Upon the completion of the great waterway across Panama, the entire fleet will be transferred to the canal route, giving the shipping public frequent and regular departures and arrivals at all ports.

The steamers sail from New York City to San Diego, Los Angeles, San Francisco, Portland, Tacoma, Seattle, and Hawaiian Island ports, the company maintaining offices at all ports.

### FLORISTON PULP & PAPER COMPANY.

The increased production of oranges and lemons in the famous groves of Southern California and the proper marketing of the favorite fruit for eastern consumption has brought into existence many subsidiary enterprises, not the least of which is the Floriston Pulp and Paper Company, with head offices in San Fran-

cisco. This company manufactures and prints orange and lemon wrappers. The branch house has been in Los Angeles since 1900, and is located at Nos. 513-515 San Fernando street. All of Southern California and Mexico is its territory.

The local plant, which is well equipped with printing press and cutters, prints and cuts to size wrappers for oranges and lemons. The company packs 15 bundles of 20,000 sheets each, 750 bundles, or 15,000,000 wrappers a day.

The officers are: Sigmund Schwabacher, president; Ludwig Schwabacher, vice-president and general manager; Louis Bloch, secretary and assistant general manager; S. R. Smith is the resident manager, who looks after all the details of the Los Angeles business.

### ANGELUS HOSPITAL.

Southern California being the Mecca for health seekers it is but logical that Los Angeles, its metropolis, should have ample and up-to-date institutions for the comfort, care and cure of the sick and convalescent. Among such institutions the Angelus Hospital stands pre-eminent and offers superior advantages. It is a fine, modern, fireproof building, with beautiful rooms and spacious grounds, situated in a quiet residential part of the city, at Washington and Third streets. Its operating-rooms are second to none, and equipped with the latest appliances known to modern surgery, including that of a recent discovery, the use of which the occasional severe results in the administering of anaesthetics are practically eliminated. Special attention is given to diet, and the most beautiful and nourishing foods are provided and served in an attractive manner. Besides the sixty elegant rooms the hospital contains two commodious and well-ventilated wards. A training school for nurses is maintained, giving a three-year course of instruction, addressing Mrs. Harriet W. Pahl, superintendent. Further particulars and information will be promptly furnished.



# Over-night —TO THE— San Joaquin Valley

Through Standard Sleepers

LEAVE LOS ANGELES 7:30 P.M.

Arrive Hanford	7:30 A.M.
" Coalinga	9:20 A.M.
" Fresno	4:53 A.M.
(OCCUPY SLEEPER UNTIL 7:00 A.M.)	
" Merced	6:28 A.M.
" Stockton	8:40 A.M.
" Sacramento	10:20 A.M.

LEAVE LOS ANGELES 9:40 P.M.

Arrive Bakersfield	6:05 A.M.
" Tulare	8:37 A.M.
" Porterville	9:02 A.M.
" Visalia	10:20 A.M.

DAYLIGHT TRAIN—Parlor Car and Chair Cars. Leave Los Angeles 7:30 A. M.

## Southern Pacific

LOS ANGELES OFFICES

600 South Spring Street.

Arcade Station, Fifth and Central Ave.

River Station, 1500 San Fernando St.

## Ivywild

Buy a Reality—Not a Promise

Avoid Inflated Prices

THE extension of the West Adams car line, the construction of the Ocean Park Heights Cut-off, the Subway, and the opening of new subdivisions between the City and Venice, have caused a remarkable increase in acreage values all along the Short Line. The greatest residential development is in that direction. Located at the junction of the Short Line, the Playa del Rey Line, and the Santa Monica Air Line; on high ground, half-way between Broadway and the sea; Ivywild is the center of all the activity. Of the 113 acres put on the market about October 1st, over half has been sold. The original price list remains in effect until the first of the year, and you can still buy a quarter-acre lot, fully improved, for \$400, easy terms.

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(Successor to Reed & Chipley.)

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## Hollenbeck Hotel

LOS ANGELES



A. C. Bilcke, President  
John S. Mitchell, Vice-President and Manager

## Cawston Ostrich Feathers

At seven of the world's great expositions—including Paris, France, 1900—Cawston Ostrich Feathers have been awarded first prize medals, thus proving their superiority over all others.

They Have Greater Width—Stronger Flues—  
Are More Graceful, Richer and Glossier

We raise our own ostriches. We pluck the plumes, dye, curl and manufacture them in our own factory on our farm.

### EVERY VISITOR

to Southern California should see the CAWSTON OSTRICH FARM at South Pasadena. Here are kept on exhibition over 150 gigantic ostriches, others of all sizes and ages, the immense incubators, an aviary of rare birds, beautiful semi-tropical grounds, feather factory and dye works, etc., etc.

### We Remodel Old Feathers

Our expert feather operators can give your old feathers an entirely new appearance.

CAWSTON'S  
Los Angeles Store  
313 Broadway  
Near Third Street

Out-of-town people should write for new catalogue "D," which will be sent free if you address:—  
Cawston Ostrich Farm,  
South Pasadena, Cal.



## California Pine Box and Lumber Company

Manufacturers of Soft Pine Fruit Boxes and All Kinds of Box Shooks and Cut-Up Material

### OFFICERS

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1228 Flood Bldg., San Francisco, Cal.  
Phone Kearney 2885.

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1867 ————— 1912

# Los Angeles Gas and Electric Corporation

*Business Established Forty-five Years Ago*  
UP-TO-DATE IN EVERY PARTICULAR

Our Manufacturing Plants and Distributing Systems are Fully Equipped With All Modern Methods and Improvements

The City of Los Angeles at the Present Time is Supplied With the Best Gas and Electric Service in the Country

*A Total Storage Capacity* of 13,900,000 cubic feet of gas, including the new holder, now in the course of construction, which alone has a capacity of 6,000,000 cubic feet. This is the largest gas holder in the West.

*At Comparatively the Lowest Rates Charged in the United States*, we furnish the City of Los Angeles 3,203 arc and 2,130 incandescent lights for street lighting purposes.

Through our own strictly voluntary reductions the price of gas in Los Angeles has been reduced, during the last twenty-two years, from \$2.25 to

## 80 Cents

PER THOUSAND CUBIC FEET.

We have extended our gas service into Pasadena, South Pasadena, Alhambra, Huntington Park, Hollywood, Watts, Sherman, Eagle Rock and Vernon.

*For the Benefit and Convenience of Our Consumers* we have established branch offices in Pasadena, South Pasadena, Alhambra, Hollywood, Watts, and have three branch offices in the residence districts of Los Angeles.

*The Generating Capacity of our Gas Works is 24,900,000 Cubic Feet Per Day.*

*And of our Electric Works 24,200 Horse Power.*

*More than 1000 Men Employed in our Office, Works and on the Distributing Systems.*

*1007 Miles of Gas Mains.*

*High and Low Pressure Distribution.*

*15 Miles of Underground Electric Conduits.*

*450 Miles of Overhead Electric Lines*

*124,000 Consumers of Gas and Electricity.*

Main Office at 645 South Hill Street



Annual Midwinter Number, V.

# Los Angeles Daily Times

PART V: 24 PAGES.

JANUARY 1, 1912.

PRICE 10 CENTS.

*Outdoor Life—Sports.*



*In Summer Seas,  
off Catalina Island.*



## Where Tennis Events Thrive All the Year 'Round.

### ANNUAL TOURNAMENTS HELD IN SOUTHERN CALIFORNIA.

**M**IDWINTER championship of Coronado Country Club at Coronado.  
Midwinter tournament for silver trophy offered by the Virginia Country Club.

Interscholastic tournament at Ojai held in April.  
Midsummer tournament at Long Beach under auspices of the Southern California Tennis Association for championships in men's singles, women's singles, men's doubles and mixed doubles.

Midsummer tournament at Long Beach for silver cup offered by Virginia Country Club.

Summer tournament for championship and silver trophies of the Venice Country Club.

Fall tournament by Pasadena Tennis Club for silver cup and other trophies.

Thanksgiving tournament for silver cup offered by Hollywood Hotel.

San Gabriel Valley Country Club tournament held in early fall.

Intercollegiate tournament between teams from University of Southern California, Occidental College and Pomona College.

In addition to above there are High School tournaments and many club tournaments which are held at arbitrary times and are restricted to club members.

### THE TOURNAMENTS.

**A**TENNIS tournament in Southern California is as regular in its happening as the months roll around. There are just a few more tournaments held annually than there are months in the year and there is no discrimination or undue haste made in selecting the time that the tournament should be held. It can be held in summer, fall, winter or spring, and always be assured of having pleasant weather for the great game.

Southern California is peculiarly adapted to tennis. It is not alone the fact that it can be played every month in the year, but the additional fact that perhaps the greatest number of good players of any one particular locality in the world reside in Southern California. This last fact is perhaps a result of the first condition, but nevertheless it is a fact.

Another great impetus to tennis in Southern California is the presence of the many great and sumptuous hotels scattered throughout the south of the State. They have prepared at great expense ideal tennis courts and annually give tournaments for which they offer prizes. This is naturally an incentive to the players. Then again the presence in Southern California of a host of the young players from the universities of the East who come here with their parents during the winter and meet the best players of this section on our courts must be taken into consideration.

### THE TENNIS ASSOCIATION.

Tennis in Southern California is dominated and carefully guarded by the Southern California Tennis Association which is something of a tight corporation in its own way.

Its officers are not zealots who like the game but cannot play, but number in its personnel the names of the great players who have helped to make Southern California famous throughout the United States and the world for its expert men on the courts.

The association annually gives a tournament which is perhaps the one by which all others are judged and this tournament brings forth tennis which would be a credit to the great Casino courts at Newport where the championships of the United States are decided. The association however, looks with favor upon all tournaments properly conducted and eagerly sets its seal of approval upon them.

The officers of the association are: President, A. C. Way; vice-president, Hal Braly; secretary, Nat. B. Browne; treasurer, Thomas C. Bundy. The executive committee is composed of Claude Wayne, R. H. F. Variel, Jr., and A. V. Duncan.

Every officer of the association is a famous player. Thomas C. Bundy is the man who won the all-comers' tournament at Newport one year ago and made the great William A. Larned play as he never played before to retain his title of champion of the United States. Braly and Browne are superb players with a great reputation, while Duncan, Wayne, Way and Variel have all participated in the big tournaments of the country with credit to themselves. These men are the Nestors of Southern California tennis and under their watchful eye the youth fresh from High School or the unknown who shows promise is aided and carefully coached in the finer points of the game until he can figuratively stand alone.

The fact that a man is a good tennis player is one of the greatest aids to his advancement both socially and in a business way in Southern California. It proves in the first place that he is not dissipated or he could not play the game properly, and it also assures that as long as he is playing he must keep himself clean mentally and physically as well. A young man who spends a certain portion of each week out in the sunshine and playing the strenuous game of tennis is preserving himself and keeping himself prepared to attend to the greater game of his life work.

### THE HONOR ROLL.

An honor roll of the first twenty players in Southern California has been prepared by The Times and has met with the approval of practically all of the tennis authorities of Southern California. The list follows:

No. 1, Thomas C. Bundy; No. 2, Hal Braly; No. 3, Ward Dawson; No. 4, Winnie Mace; No. 5, Trow Hendricks; No. 6, Nat Browne; No. 7, A. V. Duncan; No. 8, Claude Wayne; No. 9, Simpson Sinsabaugh; No. 10, Charles Rogers; No. 11, Clifford Herd; No. 12, John Holmes; No. 13, Gerald Young; No. 14, E. Overton; No. 15, Robert Variel; No. 16, Will Bacon; No. 17, Ralph Noble; No. 18, Marshal Ketchum; No. 19, Charles Hopper; No. 20, Arthur Bumiller.

The fact that a list of players of this caliber can be prepared and stand is significant of the extent and favor with which tennis is considered in Southern California. Since this list of twenty has been published the men mentioned have taken a new hold on their game and many are the battles that have been fought out between players rated but one number apart. Out on the Los Angeles Country Club courts there have been battles royal between the challenger and the man just ahead of him and some of the ratings have been changed. It has been made the custom that when a player whose rated challenges the man just above him and his challenge is accepted that one or more responsible judges offer themselves to watch the game. In many cases the rating has been changed after the battle while many other times the challenger has been forced to abide by the rating until the next year's tournament rolls around.

### BREAKING INTO EAST.

It was four years ago when the California players first broke into the "big game" of the East. A few of the crack players from the East who were rated by the United States Tennis Association as among the first five best players in the country came to the Coast and played exhibition games with Melville Long and Maurice McLoughlin and other good players. The easterners were defeated handily in every match game that they played. This so surprised the authorities of the East that they gave three of the players of the Coast complimentary ratings down about No. 20.

This action aroused the Coast players and they decided to go east and meet the players of that section on their own courts. James McLoughlin and Long went east and returned No. 3, 5 and 7 in the ratings of the United States. The next year Thomas C. Bundy and Maurice McLoughlin went East and swept everything before them. Bundy conquered every player in the All Comers' tournament at Newport and fought his way up to the right to challenge William A. Larned for his title of champion of the United States. Bundy put up a great game against Larned and although defeated gave that veteran a terrific battle. That year Bundy returned No. 2 in the United States. The last year Bundy and McLoughlin went east and again swept everything before them, starting at Omaha and going through Chicago and the eastern tournaments like wildfire. Bundy and McLoughlin both smashed their way into the finals of the All Comers' tournament at Newport and this time McLoughlin won the right to challenge Larned. Bundy and McLoughlin were chosen as members of the American team to meet the British team to decide which country should have the privilege of going to New Zealand and challenging that country for the Davis Cup which is typical of the world's championship in tennis. In the matches with the British team the Californians were the mainstay of the American team and won over their opponents in every match. McLoughlin is numbered as the second best player in the United States and Bundy is No. 4.

By these raids upon the East the California players earned the consideration of the eastern authorities and now command their attention in all matters pertaining to tennis.

### THE WOMEN PLAYERS.

While the men players of Southern California have won distinction their achievement is dwarfed when the great work of Miss May Sutton of Pasadena is considered. Miss Sutton is the undisputed champion of the world and has established her right to the title at all times and places. Miss Sutton has traveled to England and defeated the greatest English players on their own courts and has met the best players that the East can produce and swept all before her.

The career of Miss Sutton has been a blessing to the girls of Southern California as it has inspired emulation and has brought them out into the open air and inspired them to take more exercise. At present there are just a few less lady players in Southern California than men and the mixed doubles event in all of the tournaments is always one of tremendous interest, and brings out excellent playing. Miss Florence Sutton, who ranks second to Miss May Sutton, has also won her spurs on the court and has time and again defeated the best women players that the East can produce. Then there is Miss Mary Browne of Glendale who is one of the very promising players of the country.

While the so-called "big game" of tennis is being well looked after by the great players in Southern California there is a great mass of players who do not go into the game for championship, but play the game for its own sake. These are legion.

### NEIGHBORLY TENNIS.

They find their expression in numberless tennis courts in every portion of the city and in every hamlet or small town in Southern California. Every home with sufficient ground is immediately embellished with a tennis court and what is more it is used and does not lie idle and grow a weed crop.

It is quite the proper thing to ask your friend to come over for luncheon and have a set or two of tennis in the afternoon, or perhaps he is asked to hurry over

before breakfast and have a rousing set or two in the crisp morning air before going to his office.

Of course, as in everything else, there are cliques formed in tennis. There will be a half dozen or so players fall into the habit of meeting at a certain court and before they realize it they are bound by the habit to go to that certain court and meet their friends and play. This has become so prevalent that on hot days, week ends and other days little groups can be seen hurrying from various points to their favorite court and immediately the battle begins.

Perhaps some go to the Country Clubs lying on the outskirts of Los Angeles and then the interurban electric cars come into use or, in the case of the more fortunate, the automobile is pressed into service.

### OLD BOYS PLAY.

These tennis matches are not confined to the young fellows by a long way, but the middle-aged men have found that by keeping up his game he keeps himself supple and young many years after the time when marked as the period for his retirement from athletics. The beauty of tennis lies in the fact that it is everything to everyone. It can be played slowly and quietly and made a mild exercise or it can be immediately tightened up into a fierce struggle in which the stamina of the player is taxed to the utmost.

The fact that tennis has become so popular in Southern California, and Los Angeles especially, is shown in the action taken by the city government in establishing a half dozen public courts in the various parks. These courts are open to all comers and are kept in the best of condition. The players are expected to leave the court after each set if there is a player waiting. If singles are being played and there is no more waiting the singles game must cease and a doubles match started. This is done to give the greatest number an opportunity to play.

The six courts have become so crowded that it is necessary to build more of them and the city is preparing to do it. Fortunately Los Angeles is well equipped with park space where the courts can be placed and it is understood that a movement is now on foot to construct three new cement courts in Westlake Park and three more in Eastlake Park.

An interesting feature of the prevalence of tennis in Southern California is the rapid change that comes over the young man from the East who has come out of college for a year or so and believes that he has entered the great business world and cannot regard his favorite racquet as anything but a reminder of happier days.

He finds upon arrival here that he is considered a youngster as yet and sees staid business and professional men dashing frantically back and forth on smooth courts in the pursuit of the elusive rubber ball and lo behold he unearths his old favorite mace and gingerly feels of his good right wing, and before he knows it he is out on a tennis court and hard at it. In a month or so he finds his old time form returning. His face is bronzed and his head is clearer for the business fight. Immediately he enrolls himself in one of the many little groups scattering over the city and becomes a devotee of the racquet as he was while attending college.

### CEMENT COURTS.

California, in one other respect, has led the United States in tennis. With scarcely an exception the cement court is used in this end of the State to the exclusion of the dirt or grass court. The cost necessary to keep a grass court in proper condition may have something to do with this in the beginning, but at present time if it were possible to have grass courts at a cheaper figure than cement the latter would be used.

The game has become so much faster on the cement court that the players would be loath to return to the green courts. The ball bounces sharper and higher and it is necessary to smash the ace harder than on a grass court. The chop stroke has as a result almost disappeared in Southern California tennis and in its stead has come the forearm drive which is even faster than the famous Lawford stroke of England.

The Lawford stroke must be started when the ball is dropping from its bounce or from its volley close to the ground and it is a beautiful and effective stroke on the grass courts where its naturally low bounce is most lost in the turf. On the cement courts the highest bounce is made the most of and the Lawford is as effective.

The forearm drive, or what has been called a Lawford stroke, has come in its stead. The racquet meets the ball as near as possible at the highest point of its bounce or perhaps a half second quicker than the Lawford stroke.

### TECHNIQUE.

Tennis players of Southern California who have come east and fought their way up to the top of the tennis players in the United States have been compelled to meet the champions on grass courts where they are at a loss. They do not understand and are not accustomed to the slower courts and their game is thrown off. Despite this they have made a wonderful study and drawn the attention of the tennis world to Southern California.

The forearm drive which is the favorite stroke of Southern California can hardly be used on a grass court, as the ball bounces so low and the player who relies upon a Lawford stroke and has been playing that stroke for years finds everything to his own disadvantage.

This has caused many of the best players in the world to question what would be the result of the All Comers' tournament of Newport if it were played on a cement court in California. Undoubtedly the California players would play a better game and we are free to predict that the championship of the United States would be held by a Californian.

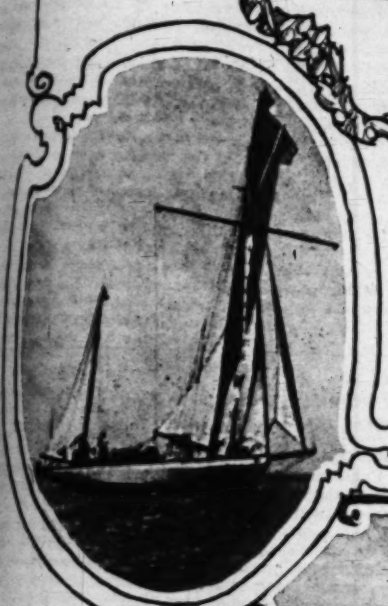
R. A. WYNN



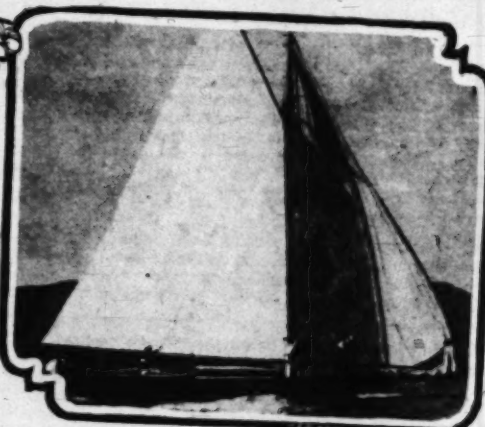
# LOS ANGELES WATERS ARE ALIVE WITH YACHTS THE YEAR AROUND



*A motor boat race.*



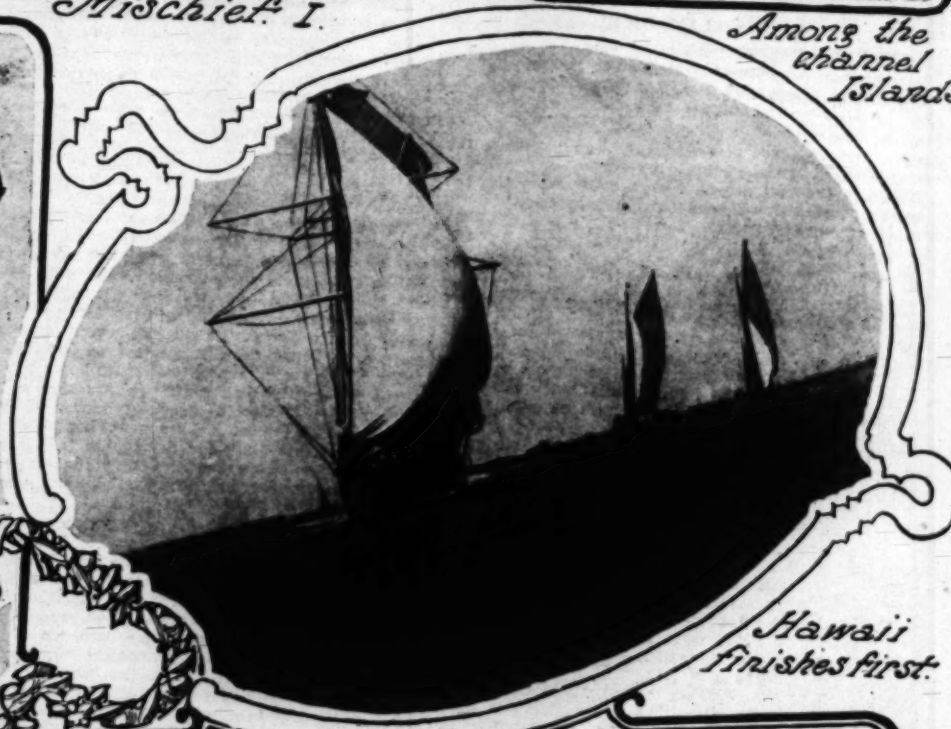
*Mollie Lou*



*Mischief I.*



*Among the channel Islands.*



*Hawaii finishes first.*



*Gwendolyn II.*



*Start of the Hawaiian race.*



## Making a Playfellow of the Old Pacific Ocean.

### YACHTING IN CALIFORNIA.

**S**OUTHERN CALIFORNIA is destined to become known all the world over as the yachtsman's paradise. Summer and winter, there is no country on earth that can compare with it. Our people in general are not informed upon this subject and that is one of the reasons why the greatest of all sports has, up to the present time, failed to receive the attention it deserves. It is a direct loss to the community that one of our greatest natural attractions has been almost wholly neglected.

Los Angeles and Southern California has its sixty millions invested in automobiles. It is probably the richest community of its population in the world. It possesses the finest harbor on the coast and offers every inducement to the yachtsman, and yet the total value of the yachts in these waters probably does not exceed two hundred thousand dollars, inclusive of motor boats, which should not properly be classed as yachts. The whole amount invested would not make a decent start toward the construction of one cup defender. The Atlantic Coast, with one-tenth of our climatic advantages, makes a showing that is simply marvelous. Yachts of all sizes and classes are to be seen everywhere and this too in waters where their use is confined to a very few months in the year.

#### AN INLAND PEOPLE.

What is the reason for the lack of interest in yachting in Southern California? The question is easily answered. First of all, our people are not familiar with the natural advantages of their own country. Second, a very large portion of our population are from inland States and have no knowledge of the sea. Its wonders and attractions are to them a sealed book. Its dangers are magnified beyond all proper reason. The amount of ignorance regarding the sea that the average individual, commonly yeelped a landlubber, can get himself outside of is simply incredible.

If they ever get as far as a few hours' experience in some kind of a boat, they come to land again firmly convinced that dying is a pleasant pastime compared to seasickness and that in their particular case it is incurable and unendurable. It may safely be asserted that nine hundred and ninety-nine persons out of every thousand would become immune to seasickness with very little effort.

My own experience in that line convinces me that

the worst cases can be cured if handled intelligently. I was so subject to it that it used to make me seasick to buy a ticket. It was no uncommon occurrence for me to get seasick at Redondo while standing on the wharf looking at a boat. Six years ago I had a sail boat at Venice and watching it from the dock produced the same effect. One day I took a sail as far as Redondo, and was proud enough to get that far, but on approaching the shore I spied a sign, bad luck to it, which read: "Fish Dinner 25c," and my pride took a rapid tumble. It was the straw that figuratively broke the camel's back. I have gone to sea with the firm resolve to do or die, to stay until cured. I stayed a week, sicker and sicker every day, and at the end of that time was carried ashore to continue being seasick for several days on land. I have had the proud distinction of having the captain of a liner tell me during a storm that there was not a single passenger able to sit at table and that I was the sickest one on board. He afterwards paid me a still higher compliment. He said I was the sickest he had ever seen. For fifteen years I loved the sea with a love inborn from a long line of sea captain ancestry, and yet I could not voyage on it. I was every inch a sailor "except about six inches amidships," and then one day I caught the secret of the whole thing and one season of earnest endeavor robbed seasickness of its terrors for me.

#### DANGER! TUSH! TUSH!

The dangers of the sea are another fruitful topic of conversation with landmen. Do you ever hear a seafaring man complaining of the dangers of his calling? He knows it is one of the safest occupations on earth.

Every time you ride in an automobile you take much more desperate chances than you would in a voyage of a week. Then this bugaboo of storms; the books always describe their terrors in such awe-inspiring language. I do not mean to belittle storms at sea, they are bad enough. As far as discomfort goes they may become almost unendurable, but the able, well-found vessel, of whatever size, never founders at sea if well handled. The principal danger is along shore. The land furnishes the menace, not the sea.

#### A SAFE COAST.

Our Southern California coast is especially favored. Every summer day brings its sailing breeze, just as surely as the sun shines. I have navigated my own boat into almost every harbor on the Pacific coast

from Mazatlan to Nanaimo, from Mexico to Alaska, and San Pedro is the best of them all. It is accessible in every weather.

The points of interest that can be reached from San Pedro within a few hours are too numerous to mention. Snug harbors and running water of the purest; wonderful caves where a large sized launch can enter; it gets too dark to go farther; fishing of every variety; shellfish and crawfish galore; hunting, if one is fond of that sport; Indian relics of an almost forgotten race. All of these and more are within a short half day of a city of 400,000. And best of all, the peace and quiet that comes only from communion with old ocean. Old ocean that is forever new. So prolific of surprises that no two waves were ever the same.

#### YACHTSMAN'S PARADISE.

Within twelve hours of San Pedro are upwards of thirty good summer harbors, and as many anchorages each well worth visiting. In winter weather it may be necessary to shift anchorage occasionally, but shelter is never far distant. Five years would not exhaust all of the points of interest within easy reach.

Two days is not a long yachting voyage, and if one would go that far he may indulge himself in the steaks of his own catching and have turtle soup the day of which gourmets indulge in only in their dreams. made tenfold better by an appetite of which they have never dreamed, and this in a harbor so safe that the wind can disturb your slumbers and in the midst of such fishing that no nimrod however careless would risk his reputation for veracity in describing. If you care to walk a mile ashore you can see fresh tracks of a hundred and seventy-five pound buck, in a land where there is no game law and no need for one, and in this two days' voyage are several interesting stops with the certainty of a winter climate surpassing even the unsurpassable climate of Los Angeles.

It is such things as these that will, when understood, make Southern California the yachtsman's paradise.

Yachting has been called a rich man's sport. This is a mistake. Such trips as are here referred to can be taken comfortably and safely in a boat costing less than the average automobile, and when our yachtsmen get away from the racing idea and build a more wholesome, comfortable type of boat which will be even faster under some conditions of weather, yachting in Southern California will make a decided advance.

FRANK A. GARDUCCI.

### Yacht Racing

#### FLOURISHES AT ITS FINEST IN SOUTHERN CALIFORNIA.

**S**OUTHERN CALIFORNIA is the racing yachtsman's paradise.

Ideal weather conditions make it possible for the sport to be carried on all the year 'round. Summer and winter alike the white-winged craft are found off the beaches spreading their canvas before the balmy breezes of the Pacific.

Although the real season for yachting is during the summer months, those who have not experienced the joys of a winter cruise off the coast of Southern California know little of the exhilaration which comes with the invigorating air and the salty smell of the sea.

The summer regattas held by the different yacht clubs of Southern California are annual affairs. The summer season is opened by the regatta of the Sunset Yacht Club of Long Beach, which lasts a week. During this time yacht and motor boat races occupy only a part of the attention of the visiting yachtsmen, for they are made the guests at numerous entertainments and banquets.

The closing event of the Sunset regatta is an ocean race from Long Beach to San Diego, where another week of racing and entertainment is held by the San Diego Yacht Club.

The Santa Barbara regatta, which is held by the Santa Barbara and the South Coast Yacht Clubs, is always a big event in the yachting circles of Southern California. During this week many yachts are present from the southern clubs. The owners of the two representatives of the fleet of the Corinthian Yacht Club of San Francisco which were present at last summer's regatta, promised that their club will have a large delegation at Santa Barbara in 1912.

During all of the regattas the mornings are devoted to motor boat races while the afternoons are given over to the sailing events. By this arrangement the power craft have the advantage of the comparatively smooth sea of the mornings and the yachts have the afternoon breezes. The final event of each regatta is a banquet at which the cups and trophies are presented to the winners.

Some of these races are held for the possession of perpetual challenge cups, while others are for trophies which become the property of the owner of the yacht winning them. During the past year considerable feeling has arisen against cups of the perpetual type, the reason for this being that the holder of a perpetual trophy is not free to go on extended cruises without the chance of being called home to give a contest to some aspirant to the trophy.

#### THE YACHT CLUBS.

With the idea of allowing its members the full freedom of their vacations, the Sunset Yacht Club has put itself on record as being opposed to any great number of perpetual challenge prizes. It was this same idea which caused the club to hold its regatta and races early in the season, thus leaving nothing in the way of those of its members who desired to take their boats into other waters.

Although each club has its "Stag" affairs and "Smokers," the ladies figure prominently in yachting. The beautiful clubhouse of the South Coast Yacht Club, which stands on the bluff near Point Fermin, overlooking the outer harbor of San Pedro, is the scene of many delightful social affairs and it is from there that a large part of the yachting parties start.

But it is not only in the social affairs of the clubs that the women figure. The wives, daughters and sisters of the members of the clubs count among their number many skillful yachtswomen and they play an important part in the yachting activities of the south.

Both the South-Coast and the Sunset Yacht clubs have made arrangements for series of winter races.

#### WINTER YACHTING.

Despite the fact that the ocean is at its best in winter, it was, until a few years ago, the custom for the owners of yachts to take them out of commission each fall and put them on some mud bank until the following spring. The improved harbor facilities and the growing realization that yachting during the winter months is in almost all respects equal, and in some ways even better than in summer, has caused the majority of the yachtsmen to keep their boats in the water all of the year. Before the construction of the government breakwater in the outer harbor of San Pedro and the dredging of a harbor at Long Beach, there was no suitable place for the yachts to winter except in Wilmington. Now that the same anchorages may be used both summer and winter, the sport goes on all the year 'round.

From the standpoint of the yachtsman, Long Beach has perhaps the best all-the-year-round harbor in this locality, it being entirely land-locked. During the winter months the water in the harbor is "brackish," this being due to the fresh water from the river. The members of the Sunset Yacht Club, which makes its anchorage there, assert that the presence of this fresh water is of value in the prevention of the growth of vegetation on the bottoms of the boats.

With the possible exception of early spring, there is no time in the year when yachts of the ordinary rig can not carry a full spread of canvas. Weather which is too "heavy" for boats of the light-weather class can be safely met by shortening-down.

#### THE MOTOR BOATS.

During the past year considerable interest has been attracted by the motor races held by the South Coast Yacht Club. These races are held over a course which starts from the end of the government breakwater in the outer harbor of San Pedro and includes a circuit of Santa Catalina Island. A valuable perpetual challenge trophy the title of which rests with the yacht club, is the prize for which the events are held.

These around-the-island races are not only a most rigorous test of the boats contesting, but require considerable skill on the part of the skippers so that the maximum speed may be obtained in the heavy swells which are always encountered outside the island. Those who have watched these contests declare that the winners owe their success more to a knowledge of sea conditions than to the power of their engines.

The deed of gift of the trophy provides that the owner of any power boat, regardless of its size, may challenge for the cup and that it will be forfeited to the challenger

in case the race is not held within a month of the time it is given.

#### L. A. MOTOR BOAT CLUB.

Unlike other yacht clubs, the Los Angeles Motor Boat Club, as its name implies, specializes in a single branch of the sport and gives itself over entirely to the interests of power-driven craft.

Although the club has not yet celebrated its annual birthday, it has one of the finest and most extensive fleets of motor craft in Southern California, together with a steadily increasing body of members which present numbers a trifle less than a hundred.

The club's headquarters consist of a floating clubhouse which is anchored in one corner of the turning basin of the inner harbor of San Pedro.

The officers of the club have definitely stated that, although the organization wishes to promote motor boating, it will not hold races. The club's members believe that the sport can be advanced best through good fellowship, motor parties and social cruises, and point to the size of the club roster and fleet as marks of the success of the policy.

Although the club is of but recent organization, its present clubhouse is already crowded to the limit and plans have been laid for the building of a permanent house ashore. The new clubhouse will front on the west basin in San Pedro harbor, to which the club's anchorage will be shifted as soon as the improvement work that is now going on is completed.

#### TRANS-PACIFIC RACE.

The Trans-Pacific race from San Pedro to Honolulu, which will be held next June under the auspices of the South Coast Yacht Club of San Pedro, promises to be one of the season's biggest international yachting events.

The club has sent invitations to all of the leading yacht clubs in both this country and Europe and it is expected that the largest aggregation of ocean-going yachts ever entered in a long distance race will be on hand for the start.

This 2000-mile event is held each second year, it being given alternately under the auspices of the Royal Hawaiian Yacht Club of Honolulu and the South Coast Yacht Club. One of the reasons for holding the race on alternate years is that it requires several months' time for the entries in the event to complete the round trip.

The first Honolulu race was held in 1906 by the Royal Hawaiian Yacht Club. Since that time the number of entries has increased with each race and several yachts have been built especially for the contest.

The 1912 race will start earlier in the season than have any of its predecessors, the start being set for June 21st, which is Kamehameha Day, the Hawaiian Fourth of July. In the last contest the winning yacht made the island on the fourteenth day of the race, the starting line at San Pedro. On account of the fact that it is necessary for the returning yachts to beat into the wind for practically the whole of the return trip, the homeward cruise requires much more time than the trip south.

This race has become firmly established in the yachting of the Pacific Ocean, and it is thought that with the completion of the Panama Canal it will become second only in importance to the British-American events of the Atlantic.



# When the Happy City Fellow a-Hunting Goes.

## THE GAME CONDITIONS.

TO THE sportsman of mature years, his struggles with the world of finance successfully consummated, Southern California calls with insistent voice. The deer and quail with which her hills and mountains are so liberally stocked; the countless schools of fish, great and small, that swim her seas; the splendid sport offered by her artesian overflows in the dead of winter when duck shooting is but a frozen memory of blizzard-battling before the final ice-lock—have combined to set the southwestern corner of our country upon a high plane that is peculiarly its own.

Nowhere on this broad continent does the dweller in so great a city as Los Angeles find to his hand such varied opportunities to enjoy good sport at a minimum of travel and time expenditure. The Southern California duck clubs already have advertised the entire section, and not a veteran hunter anywhere but has heard of the wonderful shooting the clubmen have created by the artificial means of raising dykes and overflowing large areas of land from artesian wells. Memberships in these organizations have been as valuable in value as city lots, with the advantage of increasing rather faster and being, as a general thing, somewhat more readily convertible into cash during a temporary stringency. Anyone who has tasted the joys of such fair-weather duck shooting after the average experience of the eastern wildfowler, whose best sport always is a thing of blows and storms, sometimes even life-risking, soon learns to appreciate the durable pleasures of certainty of making a good bag under conditions that make for wholesome recreation and lasting satisfaction. It is perhaps due to this appreciation that there are now upwards of 100 duck clubs of all sizes and pretensions in Southern California, from the "Forty Millionaires" of the Bolsa Chica down to the small four-man proposition which has secured a lease upon some twenty-acre patch conveniently located as regards the "flight." Different though they be, the end and aim of their existence is one; the difference is the carrying of an idea to its utmost refinement and most involved ramifications; and a desire to declare in on the king of scatter-gun sports upon the least expensive basis in the other case.

Duck shooting in Southern California is essentially a matter of money as any artificially-created and maintained sport needs must be. The return is usually in proportion to the investment; but the majority of the clubs own their lands in fee simple, and have erected permanent buildings, often of the most luxurious character, maintaining the style and appointments of gentlemen's clubs of the first class, and numbering among their membership the brains, business and professional of all Southern California. That shares of such in these sporting incorporations should be valued as in the four figures is not surprising once one realizes that there is, relatively speaking, but little ground available for the purpose, and a seemingly endless demand for the sport.

### PORT CLOSE AT HAND.

The best shooting is found within forty miles of Los Angeles; an hour's ride by electric car, and but little longer by automobile over roads which pass as well as the average. It is not only possible, but indeed a weekly occurrence, for business men to leave after supper, pass a pleasant evening at their club, sleep in as good a bed as they have at home, and at 5 o'clock, and after partaking of a warm breakfast that could not be beaten anywhere, return to work with the legal limit of twenty-five ducks in time to be at business in their offices by 9 o'clock.

Duck shooting is not the only attraction Southern California has to offer the scatter-gunner. Upon the hills and occasionally on the levels at their bases is an indigenous partridge which admits no equal as a all-around upland game bird—the California valley quail. A bigger, faster-flying bird than his eastern cousin, the Bob White, this created artful dodger of the chaparral knows tricks peculiarly his own, and is adept at outwitting even those who think they know him best. One day lying like the traditional quail, the next may see the quail running ahead a hundred yards, traveling as fast as any man can go, and permitting no closer approach; behavior that is entirely insurmountable so far as making bags is concerned.

Famous little beggars, they enforce a sort of respect, and a lasting admiration in the minds of men who have had game for the satisfaction there is in killing it. Once in hand, they are of delicious flavor; usually "quail," and violate none of the southern traditions.

Makes but little difference where the gunner goes; he will find quail. Locating them in a place where he can kill the limit and retrieve the slain is another matter; since the automobile has become common to the public in general the quail shooting has gone the way of all things accessible, and is now beginning to shape its future along the lines of private preservation; a movement which at first was strongly deprecated, but is now impressing upon leading sportsmen as the only possible method of any indigenous game bird after the manner in which it resides has become as densely populated as this. Syndicates of wealthy sportsmen are buying up large tracts of waste land, and driving birds upon them and conducting campaigns against the vermin, winged and four-footed. Upon the overflow from these preserves, the unattached sportsman will fare much better than he does now.

### CORRAL QUAIL.

There always will be a world of open quail shooting in the very nature of things the valley quail can be corralled. The duck clubs exercise some of a monopoly of duck shooting because they created it by bringing ducks to places where they came before, offering them fresh water, food and shelter, the three requisites of a duck's life. Upon

the overflow or crossing birds from these clubs a number of unattached or "road" shooters pick up a scanty fare; but in general, Nature plays most kindly for those who pay the piper best; and the unattached gentry who attempt to declare in for the pleasures without putting up for the performance, hardly find it pays them for their time and trouble.

Southern California enjoyed a long and productive deer season this summer and the seasonal limit of two bucks per man was killed by many of the hunters. Even in the case of deer, the best sport was found within forty miles of Los Angeles. Hunters traveled by motor car, and sometimes by making an early morning start, had their buck back in town by noon.

Of the pleasures of deer hunting in Southern California, let those tell who like it best. Clambering over barren ridges or breasting buck brush, perchance crawling through the tunnels in it like a pig, is all right for those who are built that way; and a healthful certainty of an al fresco Turkish bath under the broiling sun of late summer assures the climber of physical benefit for his work even if game fails to materialize, provided he does not overdo it.

Practically all of the deer-hunting done here is of the stalking order. A few expert trackers will take the trail of a deer and follow it to the end. The majority, however, prowl about the ridges in early morning, armed with high-power rifle and prismatic binoculars, searching for the smudge of color against the hillside that denotes a buck's broadside. Once in hand the venison is good meat; not as juicy, perhaps, as that of the eastern Virginia deer, but right good eating, nevertheless.

Rabbits are widely distributed, and for the first time were given a little protection by the last Legislature in the forms of closed season and a bag limit of fifteen. It is likely this will be withdrawn from them at the next session, however, as the rabbit is essentially a predatory animal so far as the rancher is concerned, and must be kept within bounds else he will do serious mischief to young nursery stock.

### THE FISHER.

To the brother whose keenest pleasure is taken with the fishing rod, whether it be the massive sixteen-ounce tip of the tuna angler or the fairly four-ounce wand of the fly-flicker, the Southwest has wonders to offer. Lacking the mighty rivers of the North, it still has its brawling mountain torrents in which swim scores of silvery trout, the native rainbows, diligently pursued and as diligently restocked by the State Fish Commission every year. Although Southern California's trout-fishing never would lure away the fly-caster from the broad reaches of the tricky Truckee or cause him to forget for one instant the six and seven-pounders of the Russian and Eel Rivers, local streams annually draw thousands of experts from the cities and are by no means the least of southern sporting attractions.

Sportsmen the world over have read of Catalina and the mammoth fish there taken with rod and reel until it no longer is a novelty to see an angler and a tired boatman standing alongside the wreck of a splendid fighting creature which finally found its energies unequal to the lop-sided struggle between gasoline and double-tension drag reels adjusted to release line considerably short of breaking strain. This year the splendid game of sword fishing has come into its own and for the time eclipsed the more strenuous although far less spectacular diversion of tuna killing on the rod. Of the two, the swordfish, divested of the halo of bravery and the spice of danger with which those who know him least have invested his pursuit, stands highest in favor, and is now given equal recognition with tuna in the records of the Tuna Club of Avalon, which is the recognized authority on big-game fishing today.

### AFTER THE TUNA.

Tuna fishing is an expensive game, fit to be ranked with preserved duck shooting of the most costly class; launch hire is \$10 a day, bait sometimes a dollar apiece, and the customary present to the boatman who throws the unbarbed steel into the belly of your tuna is the equivalent of ten days' chair-bottoming. The sport has been refined seemingly to the utmost extent, however; the boats are marvels of comfort and convenience, and the boatmen as a rule are well-informed, conscientious fellows who try to give their patrons their money's worth; and to those who come to Southern California in search of sport, the expense will be no drawback. The man who is contented with smaller fry can find sport worthy of a king in the yellowtail, gamest of fish; a dozen other varieties ranging from five to fifty pounds are occasionally met with, and there is no end of smaller pan-fish for those who prefer to take their fishing somewhat more cheaply and are contented with week-end trips to beach resorts, nearly every one of these being noted among angling-brethren for some one variety which finds conditions most to its liking there.

The alongshore fishing possibilities are far less generally understood by non-residents than the big fishing about Catalina because the public loves the spectacular; and the spectacle of a 150-pound man wrestling to death a 150-pound tuna on a line which breaks at 50 pounds, is prolific of sensation. Nevertheless, for one who is able to follow the expensive Catalina game, a hundred find each week just what they are looking for in the healthful change and recreation of a day at the beach with a basket of delicious fish for table use to repay expenses of the trip.

### SEASIDE PARTIES.

Many parties go forth from the seaside resorts in launches every Sunday during the trolling season and follow the Catalina precedent in somewhat cheaper manner, accumulating great boxes of barracuda, fine food fish; rock bass, bonita, skipjack, albacore; all fish of some value economically and the first two welcome additions to any one's bill of fare.

Casting from the surf with light tackle has been

elevated to a higher plane along the Southern California strand than anywhere else. Using six and nine-ounce rods and six and nine-thread lines, the experts of the Southern California Rod and Reel Club, which is the premier alongshore anglers' organization, often catch fish of from five to ten pounds weight in the boiling breakers after tussles with them that required at least as much skill and generalship on the part of the angler as some of the more sensational catches made at Catalina.

No sketch of the shooting possibilities of Southern California would do the subject justice without including the typically Californian system of shooting doves on their "flights" which has established for itself a very high standing in the estimation of the expert shots.

The dove under these conditions is essentially a game bird. He flies fast and is hard indeed to hit. His flesh is most delicious, and the low limits having generally encouraged sportsmen to experiment with smaller gauge guns, it has been found that even the smallest would do good work. The visitor to Southern California who brings his twelve-gauge "game getter" along will be surprised to find himself out of joint with expert shots. He will encounter any number of sixteens, more than a few twentys, and now and then a twenty-eight bore, to which its user is, as a rule, undivorcably wedded.

The best dove shooting is found by intercepting the paths of the birds to feed and water and tackling them as they go by. It takes a man who is a shot to handle a dove whizzing by on hurtling wings at perhaps ten rods distance, and many have availed themselves of the opportunity to perfect themselves in shotgun pointing.

### DOVES AND SNIPE.

There was a time when the Jack or Wilson's snipe figured as a sporting possibility in Southern California, and to some extent he still does on the club preserves; but the day of good open snipe shooting in Southern California is gone, as it is nearly everywhere else.

Eastern bay gunners who awaited the opening of the "bay bird" season so expectantly will now find themselves enabled to enjoy their favorite form of the sport in Southern California, the legislators having just awakened at the last meeting of the body to the fact that these long-billed waders are a game bird in good faith. A season coinciding with ducks for most kinds is in effect and in all probability all will be given a uniform season in another year.

The possibilities of this form of shooting on the Pacific Coast hardly have been skimmed as yet owing to the splendid sport still afforded by the ducks, doves and quail, all of which engage the gunner's attention at the only time when the law ever has permitted shore-bird shooting. This diversion is essentially one that is open to the rank and file of the trigger-knights' army, however, and the taste of it given by the open season on the larger varieties of waders by the conflict in the shore-bird law this year has served to initiate many into the value of these birds for sport and gastronomic purposes; many in fact who considered them as unworthy objects of the scatter-gunner's attention previously.

### PRESERVES EXPENSIVE.

The eastern sportsman planning to take up his residence upon the Pacific Coast, or even hoping to make a winter's trip—and who in the East has not from year to year cherished the hope of eventually selling out and coming to God's country to live—naturally will be interested in learning of the expense attached to rod and gun sport in Southern California. As everywhere else, the diversions that deal with rod and gun are expensive; but as it seems to be one of the rules of modern life that anything which is enjoyable enough to entail competition involves cost in proportion to the number who wish to enjoy it, this phase of the matter may be covered by stating that, in general, sport costs no more here than anywhere else, and owing to the ready accessibility and surprising plenty of it that offers so near this great city, the average cost is somewhat less than encounters the sportsman in most other population centers.

The duck clubs are as a rule well filled up, and shares of stock bring what may appear to the uninitiated at fancy figures. The market price of stock in the Blue Wing Shooting Club, which is one of the best we have, has in six years, climbed from a few hundred to \$3000 per share; an increase that eclipses most other real estate, remarkable as the advance in the price of all manner of land has been. It is not necessary to invest this sum to secure good duck shooting, however. For from \$1250 to \$1500, the shooter in comfortable circumstances can usually place himself in a good if not so pretentious club where the limit of twenty-five ducks will be bagged with considerable regularity once a week. Some of the clubs permit shooting on both squads but the majority are divided into mid-week and week-end gunners, being made up largely of business men who cannot devote more time to their sport.

Sport with doves, deer, rabbits and quail is somewhat less expensive owing to the fact that such is, as yet, virtually "open" or unpreserved shooting although the trend is toward the establishment of preserves, and the current is setting more strongly that way every season. The sportsman who boasts a motor-car—and nowadays the majority do—can speedily locate places for himself, the greatest menace to the game, aside from predatory vermin, being this same wonderful facility of access inherent in the automobile, which has left the game birds no such thing as security from persecution through remoteness of haunt.

### THE SCATTER-GUNNER.

California, the land of sunshine and happiness, of flowers, contentment and joy, what a combination of the glorious things of life for all who care to partake!



# At the Gun Clubs near Los Angeles



*Bang!*

*Through  
the  
Marshes.*



*The up-to-date hunt sman.*

*A road shooter.*



*Bagged the limit.*



*In the cactus.*



# California's Pride~ THE OUTDOOR WOMAN



Ready  
for  
the  
trail



The  
automobile  
girl



The  
swimmer



Fighting  
a buckler



She even  
plays cricket



Diana  
of the  
rabbits



A  
tennis  
star



The  
crawfisher



## The Athletic Women of Southern California.

### NO "AMELIAS" HERE.

SOUTHERN California produces athletic women as abundantly and to the same degree of perfection that she does oranges—and both are famous the world over.

I never saw such a number of well-built, graceful, wholesome, healthy girls in such happy battalions as are to be met with at every turn in this land of sunshine. Other countries can boast of their athletic girls and other countries have produced exceptional specimens of strong and glorious girlhood, but here it is the average girl, all the girls, that answer to that description, and most of the wives and mothers, too.

As sure as one comes across a weakling; a fragile, ailing specimen of womanhood of Thackeray's Amelia type, one discovers that she came from back East somewhere—and to late to be properly inculcated with the vim of the West.

All the girls that are born here (I cannot think of one exception as I write) and all the girls who came here young enough to grow up in this atmosphere, take to strenuous athletics as ducks take to water and keep it up long after they are wives and mothers.

The famous Sutton sisters are among the most pronounced cases in point—English by birth, but brought up entirely in this all-the-year-round outdoor climate.

One reason that is often quoted as explaining why California produces so many expert tennis players is that here-tennis can be played in the open the year round, whereas almost every other country has a long, severe winter during which play has to be entirely suspended, with the exception of a few inadequate covered courts.

And the same reason will doubtless explain our fine race of athletic women—no huddling over fires in close houses for them. No burdensome weight of heavy winter clothing to use up their strength. No steam-heated airless ovens to undermine their constitutions. Always the out-of-doors, always the sunshine, and always some variety of sport in full swing.

### EVERY GAME PLAYED.

Almost every outdoor game that was ever invented has its devoted band of followers in Southern California. And as for riding, shooting, fishing, camping—a land that has all these natural advantages to offer within an hour or so's ride of the large cities cannot fail to produce her expert women in these various branches.

Both sea and river fishing are there in abundance, feathered and wild game hunting, and a wonderful range of mountains, enchanting scenery, and absolutely reliable weather—truly the sportsman's paradise.

Golf, tennis, cricket, hockey, basketball, badminton, lacrosse, swimming, fishing, hunting, tramping, camping, running—all these branches of sport have enthusiastic women's clubs in every town and city, and each can point to any number of experts and really first-class exponents of their various games.

### TENNIS.

In tennis the women of Southern California have long been pre-eminent, and in the persons of the Sutton sisters, and Miss May in particular, they enjoy international fame.

Miss May Sutton learned tennis while still a very little girl and began by beating all the grown-up players of any pretensions at the Pasadena Country Club. It was in 1899 that she made her debut in a real tournament, the Southern California championship at the old Santa Monica Country Club. She won up to the semi-finals, in which she was beaten by her elder sister, Ethel (now Mrs. Bruce) who in her turn was vanquished by Violet Sutton (now Mrs. Doeg,) who was that year's champion. The next year little May wrestled the championship from her sister and became the youngest tennis champion in the world.

In 1901, 1902 and 1903, although still attending school very diligently, she won and retained the Pacific Coast championship at San Rafael, becoming the permanent owner of a most handsome and valuable trophy for this event.

But it was in 1904 that her reign of triumph commenced in earnest, for that year she made an eastern tour in which she added victory to victory, and the whole Pacific Coast joined in rendering homage to the young tennis queen. She seemed such a very little girl to go East and win the great national championship with such apparent ease. It was after this that the great consultation was held in which it was decided to send little May to England to contest for the world's championship.

### CHAMPION OF THE WORLD.

In the spring of 1905 little May landed in England, plump, determined and unafraid. Directly she landed she played in the big Manchester tournament and won it off-hand, while Great Britain rubbed its eyes. The cup she captured for that event was nearly as big as herself. Then she proceeded to London, where she played up through the great tournament at Wimbledon with such amazing brilliance, finally vanquishing the world's champion, Mrs. Chambers, by two sets in one of the most exciting matches ever witnessed. Her prowess was telegraphed all over the world and no country is so remote that it has not heard of Miss May Sutton.

Before returning she made several other minor conquests, and just picked up the Welsh championship on her way home, returning via Cincinnati, where she retained a title, and in time to defend her title to the Pacific Coast championship.

It was a wonderful journey, a veritable march of triumph, and Pasadena, in the throes of emotional gratitude, presented her with a most beautiful silver tea service.

In 1906 May Sutton again went to England but was beaten. In 1907 she returned to the fray and once

more wrestled the world's championship from Mrs. Chambers in a wonderful exhibition of remarkable tennis—and she could be world's champion to this day if she could have gone over each year to defend her title.

Since then May Sutton has been the queen of tennis wherever she has elected to play, and her cups and trophies are a truly wonderful sight to behold.

Mrs. Bruce (Miss Ethel Sutton) is another brilliant tennis player and the holder of many cups and trophies, including the famous Potter challenge cup at Santa Barbara. She won this cup from her sister, Miss Florence Sutton, who had previously held it for two years. Mrs. Bruce defeated Miss Hazel Hotchkiss in 1909 at Long Beach in two straight sets 6-4, 6-4.

Mrs. Doeg (Miss Violet Sutton) and Miss Florence Sutton both hold championship titles in various parts of the States, the latter winning many laurels in the East this last year.

Tennis also claims such interesting personalities as young Mrs. Stickrod, a splendid specimen of athletic womanhood, who won many honors at the various coast tournaments this year, particularly those at Long Beach. Miss Fanny and Miss Edith Rowan are also popular figures in tennis and little Miss Lillie Kincaid of Long Beach, who is looked upon as a future champion. Miss Alice Scott of Duarte, Miss Edith Rowland, and of course, the famous Miss Fanny Shoemaker and Mrs. Gabrielle Elliot, who, although counted among the tennis "veterans" (a good deal of a misnomer) are still pre-eminent in this field.

Miss Mary Browne of Duarte is another young tennis star, without whom no tournament feels complete. Dainty, alight, light as a fairy on her feet and quick as a cat at the net, it is pure delight to watch her play.

### NEW CHALLENGERS.

And among the newcomers of the younger set one must not omit to mention pretty little Marjorie Tufts, fair-haired, blue-eyed, and a potential tennis champion if ever there was one. Although Miss Marjorie only made her debut in tennis last year she has already won many laurels and possesses quite an imposing array of pottery.

Then there is Miss Elizabeth Shirk of Pasadena, another rising star in tennis. With a delightfully boyish personality, a boyish carriage, a particularly boyish walk, and boyish clothes, Miss Shirk captivates all who come in contact with her. And besides tennis, she excels equally well at half a dozen other games.

Other prominent tennis girls are Miss Anna Dillon, Miss Nellie Upton, Miss Lily Hall, Miss Gilbert and Miss Betty Storror. But all these names are a very small indication of the large army of tennis devotees, for in addition to those players who enter the tournaments, every country club boasts large numbers of athletic girls and women who can put up a first-class game.

And it is one of the charms of the athletic girls of Southern California that they are so versatile, entering with equal enthusiasm into totally different classes of games. It is rare indeed to find tennis enthusiasts taking any interest in golf, yet here the girls have an insatiable thirst for all kinds of sport and Miss May Sutton, for instance, has tried her hand at most things. As a cricketer she is splendid and as a golfer her strong right arm gives her a mighty swipe that should make her outclass any known woman golfer in the department of driving if she gave it the same attention she has given tennis.

### BASKETBALL.

The other Sutton sisters are also crack cricketers, and Mrs. Bruce plays both hockey and basketball with equal skill. Miss Florence Sutton is also an adept at basketball and was the founder of the Pasadena team.

Basketball was started here by Mrs. Bruce and Mrs. Robert Farquhar two years ago and Miss Joan McCall, who won honors in the game in the Haverall College team, Toronto, Canada, became a member. Other members of this club are Misses Georgia McCall, Dorothy Hatton, Gladys Morphy, Dorothy Morphy, Margaret Percy, Mildred Fern, Inez McConnock, Elizabeth Marshall and Mrs. Gladys Widdowson. Florence and May Sutton also played with this club a great deal. Since then basketball clubs have been formed all over the place and inter-club matches are arranged at regular intervals.

### CRICKET.

The men were the first to encourage the women to play cricket and a year or two ago the first match was played, ladies vs. gentlemen, the latter being left-handed. They would not dare to challenge the women left-handed now. The Los Angeles woman's cricket team and that of Santa Monica are both very formidable rivals for even a men's team to face, and when playing against each other some first-class play is exhibited. Mrs. Gladys Widdowson is the captain of the Santa Monica team and wins the admiration of all the men players with her grace and dexterity. Other members of her team are Mrs. Bruce, Miss Gladys Morphy and Miss Alice Scott. Mrs. Sakely is the captain of the Los Angeles team, which includes Miss May Sutton, Miss Florence Sutton and Miss Mary Browne, the latter little lady absolutely shining as a batsman.

### HOCKEY.

Hockey is a particularly popular sport and is rapidly growing in point of adherents. So far the hockey teams are mixed, that at Santa Monica containing such brilliant women players as Mrs. P. J. Dudley, Mrs. Gladys Widdowson, Miss G. Nettleship and Mrs. George Fielding. Miss Nettleship started the vogue about four years ago, since when the men have taken it up with the utmost enthusiasm, clubs having started at Los Angeles, Duarte and Riverside since Santa Monica's lead. Miss Nettleship is a tall and beautiful brunette, lithe, strong, capable and just bubbling over with health and good spirits. Besides the hockey, she plays cricket, swims, shoots, fishes and climbs

mountains as well and frequently better than her brothers.

Mrs. Gladys Widdowson is petite, gentle, pretty and very feminine, proving that it is quite unnecessary to be masculine or coarse in order to be healthy and athletic.

The Los Angeles hockey team is under the captaincy of Miss Margaret Millier, a clever young girl who has trained any number of the Y.W.C.A. girls in various branches of sport.

Hockey by moonlight is a very popular pastime, the balls being coated with luminous paint for the purpose. Concluding with a midnight supper of hot soups and such like athletic nourishment, hockey by moonlight becomes almost more fun than the daytime kind.

Two clever young horsewomen are the Misses Elizabeth and Alice Ryan, who also excel in the various sports, hockey, tennis, cricket, fishing and shooting finding them equally at home. Indeed the versatility of the Southern California girl as regards sports is one of her charms—she is ready for any game that's going and invariably plays it well.

Most of the married ladies mentioned are mothers, as in the case of Mrs. Bruce, Mrs. P. J. Dudley, Mrs. Guy Cochrane and Mrs. J. V. Elliot—healthy, happy athletic mothers of whom any baby might be justly proud!

### GOLF.

In golf there are any number of brilliant exponents. Mrs. J. V. Elliot, the champion, and Miss Katherine Mellus standing at the head of a long list of first-class players.

Mrs. J. V. Elliot in particular is a splendid example of the athletic mother, her buoyant health and winning good temper being her most noteworthy characteristics. Mrs. Elliot was the famous Miss Rowena Hosson, a wealthy heiress. For many years she had only one trouble in the world, she was too plump. Then she took up golf with ardent enthusiasm and now she is just exactly right—the last trouble banished.

As a golfer Mrs. J. V. Elliot ranks with the best. She plays steady, accurate, consistent golf throughout and never gets "rattled" under any circumstances. Her driving is straight down the middle of the course and her putting and approaching is invariably accurate and accurate. Besides the championship, Mrs. J. V. Elliot has seventeen silver cups and trophies to her credit, and played up to the semi-finals at the recent Del Monte meeting, where she was only beaten after a most exciting match.

One of the wealthiest of California women, Mrs. Elliot sets a good example of simplicity in dress. She links she invariably wears a plain little brown Holland dress in one piece to obviate the realisation of waist band. Her golf boots are the essence of manlike footgear, and never a frill or frivolous ornament appears anywhere on her person for the serious business of golf.

Miss Katherine Mellus of the Los Angeles Country Club has made a name for herself in the field of golf also, where she takes her place in the front rank. She and her sister, Miss Grace, are Californians through and through and do their native State infinite credit.

Miss Katherine Mellus plays a remarkably excellent long game at golf and frequently achieves actual brilliance, but she is of a highly-strung temperament and is therefore inclined to be uneven in her play. The last season, however, she has been in remarkable good form and won enthusiastic admiration from the northerners after a long visit at San Francisco.

Mrs. Frank Griffith, wife of the president of the Los Angeles Country Club, is another front rank player, but of the careful "placing" variety—what is known as the "crafty" game. Mrs. Guy Cochrane, one of Los Angeles' social leaders, is another crack player, and full of vivacious energy. The mother of two children and with many and varied calls upon her time and strength in social activities, she is one of the best examples of the athletic mother.

Mrs. H. G. Requa, wife of Dr. Requa, is another excellent golfer. Tall, sparkling, handsome and consummate hostess; and Miss Alice Tobey, member of the rival club who is invariably pitted against her in team matches on account of the extraordinary clarity of play; Miss Margaret James, Miss Clara Clark and Mrs. Martin Chase are all clever golfers of whom California is justly proud.

At Riverside there are any number of clever women and golf and tennis have a very large following. Mrs. Hewitt captains the lady golfers and Mr. Harry Kearne is one of her best players, having a large extent inherited the crown which Mrs. Martin Chase formerly wore.

Mrs. Harry Kearne is an indefatigable visitor to all the Coast tournaments and shines equally in the fields of golf and tennis, being Riverside's champion in the latter game for this year. A Californian of twenty-five years' standing, Mrs. Kearne can be said to have grown up here, and Riverside in particular takes special pride in her success.

In golf she is more conspicuously good at her approaching and is the holder of several trophies for putting and approaching. She also won the handsome cup put up by the Salt Lake Railroad for the ladies' tournament, an event that had to be contested for two years in several successive tournaments. At Santa Barbara she took the prize for best gross score and at the Annandale Country Club of Los Angeles she captured the second prize. This year at Del Monte Mrs. Kearne won the prize for her flight, and retained the Riverside championship in tennis.

### A MOUNTAIN CLIMBER.

Mrs. Edgar Kellar is one of the graceful, poised girls who seem to absolutely radiate health and happiness. As a mountain climber she is a well-known figure in the Southern California mountains and walking, fishing and camping are her pet pleasures. She is but one of a large band of such wholesome women, Miss Nettleship of Santa Monica being another of the pronounced all-round sportswomen.

ALMA WHITAKER



# The Athletic Stars of Southern California



Miss Sutton serving.



Geo. V. Baer, Occidental star pitcher.



Peter George, winning Venice marathon.



Harry Trotter, champion shot putter.



Clarence M. Turner, champion bowler.



Coronado polo team.



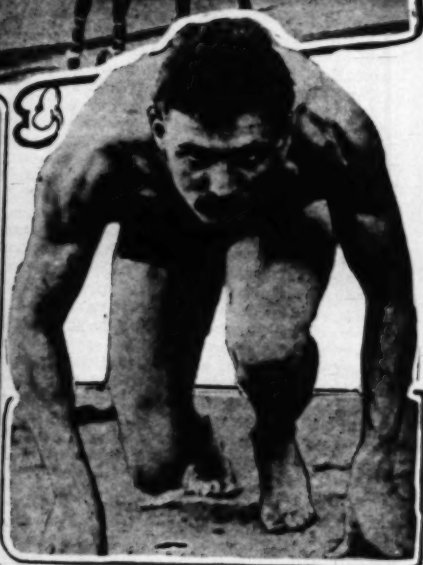
Waldo Throop, U. S. C.



Waldo Throop in action, on the right.



Chas. Parsons, 9.45 sec. sprinter.



Fred Thompson, All around champion of the world.



Start of the Venice marathon.



## Where Climate Helps to Develop Great Athletes.

### ATHLETES AT THE COLLEGES.

INTERCOLLEGIATE and interscholastic athletics of Southern California have only been organized definitely for ten years, but notwithstanding the lack of experience, which comes from long years of organized sport, the athletes turned out of the southern institutions have been making good both in the records and in fast company.

Within the past five years, when all the various lines of athletic activity got to really going, southern college men have been on eastern major league baseball teams, eastern football teams. Fred Thomson of Occidental College has three times annexed the all-around championship in the national A.A.U. meets, where he defeated the best the country could produce.

There is a great variety of sports in the colleges here as the climatic environment makes every game possible. In the fall term football of course takes the spotlight, but later in the season basketball, soccer, and preliminary baseball practice are kept running till the Christmas holidays, after which time track and field sports take the stage for three months, followed by the regular baseball and tennis seasons. During the spring term, intercollegiate swimming will be introduced this year and all the southern colleges of the conference expect to enter teams in the meets and the polo series.

The high schools are following the lead of the colleges and are taking up all the games, though there is one split between the preps and the places of higher learning in regard to football. All the high schools with the exception of three or four are playing Rugby, due to the fact that Stanford and Berkeley have taken up the game in the North and as the latter named university is the State institution the high schools had to naturally fall into line.

### THE CITY LEAGUE.

In all the other lines of athletic advancement the high schools are under regular organization. The city schools of Los Angeles are formed into what is known as the city league and play out the season in whatever game is on the books and then meet the winner of the county league, composed of all the high schools in Los Angeles county, for the championship of the South.

The football question in Southern California is a burning one this season due to the split which came last year in the conference of the colleges. The University of Southern California drew out after a long fight with Pomona and Occidental over the playing of the students in the affiliated colleges in the conference games. Pomona and Occidental would not listen to reason so U.S.C. was forced to drop intercollegiate or American football and take up Rugby, leaving the two above-named colleges with Whittier, a smaller institution, in the conference playing the old game. U.S.C. at once opened a schedule with Stanford and Berkeley and this fall has met both the large northern universities on the field with a fair measure of success. Though defeated in each game the local university made a game stand when the fact is considered that this is the first year out in the new game.

### ALL PLAY RUGBY.

Now that U.S.C. has gone over to Rugby and with all the State High Schools in the South playing the game it looks as though it was only going to be a matter of time before the entire intercollegiate South will be playing the English game within the next few years.

The reason for this lies in the fact that the high school athletes will attend a college which is playing the game which they have been taught while in the prep ranks. For this fact if Pomona and the rest of the conference colleges want to get good sized freshman classes they have to come around to the pace set by Stanford and Berkeley.

The football situation might be designated as up in the air at the present time. Rugby has not met with universal satisfaction owing to the fact that the game lacks a certain definiteness of play which is the one strong feature of the American game, and the football critics are looking for a chance to make a better game out of the English sport.

With the national rules committee in the East opening the American game up so the play becomes easier to follow for the uneducated in the game and making the liability of injury less, it looks as though the final American college game of football would be a combination of Rugby and intercollegiate style of play.

There are good points in both games which cannot be overlooked but both also have objectionable features so the coaches in the West are trying to hit upon a scheme which will put all the good points in one game, and it is to be hoped that this happy medium will soon be reached. Since the introduction of the English game on the Coast the interstate matches are a thing of the past, but if the colleges of the East and West once more combine on one game we will see Stanford and Berkeley meeting Michigan and other teams from over the hills as in the days of yore.

The class of teams put out by the southern colleges in intercollegiate football are well up to the average for class B teams. Pomona has held the championship for two years in the seasons of '09 and '10 due to speed and condition and the coaching of William Stanton. The Claremont college is a country institution where everything is set for the best results in training and practice so the men have nothing on their minds of studies and football. This has made some of the fastest teams ever turned out in the South and had they been given a chance with some of the Middle Western colleges the chances would have been good for an even break.

Last season U.S.C. was in the conference playing the American game and the match between Pomona and the university team on alumni field, Claremont, was one of the most thrilling games ever played on the Coast, that is if the opinion of some old Harvard and Yale men can be taken as any criterion. The two

teams battled to a 9 to 9 tie after an hour and ten minutes of terrific football. The tide of battle ebbed and flowed first one way and then another till finally U.S.C. scored a place kick, making the score 9 to 6. After this score the Pomona men were rushed to the shadow of their own goal in a whirlwind attack. With the ball on the three yard line one of the Pomona line broke through the line and caused one of the U.S.C. backs to fumble. It was Pomona's ball on the five-yard line. At this point one of the greatest exhibitions of nerve, pluck and courage was given by the battered blue and white men.

U.S.C. was swept off its feet before a terrible succession of forward passes and fierce line plunges which worked the ball to the U.S.C. forty-three yard line. Here with one and a half minutes to play Bill Clary, afterwards known as the "Million dollar toe kid," came through with a beautiful place kick, tying the score.

This description is given just to show what kind of football games are played here by the local college teams.

### THE TIGERS.

Another strong factor in the conference is Occidental, known as the Tigers. For the past three years the teams from this college have been followed by what is known as the "Jinx" and for this reason have not figured in the championship class for that length of time.

The one strong point of the Tiger team was in the defense. The stand on the five-yard line has become a matter of tradition in the South. In the game last year U.S.C. was held eleven times within the five-yard limit for no score and after being unable to make a point in the first half, resorted to kicking and Hail booted two field goals for the only scores of the game.

During the seasons of '06, '07 and '08, the Tigers had the field to themselves, winning the championship each year after playing some great football. It was during the seasons of '06 and '07 that Fay Clark was developed. It took two years to get him in form. After playing for two seasons with the Tigers he went to Michigan to finish his college course and in the first year out made the team at fullback and took part in the game which made history when Michigan defeated Pennsylvania by the score of 17 to 0. Clark was the king pin of the Michigan attack in the game and it was his fierce line plunging which wrought such direful havoc in the Penn line.

At the present time, under the leadership of Coach Pipal, who made good with South Dakota, the Tigers look for a return to the old form and unless the college is forced to take up Rugby the Presbyterians should be heard from.

### SMALL, BUT OH, MY!

Whittier, a Quaker college situated in the foothills, is making a great showing in football for so small a college. Last season the other conference colleges were given all they wanted before the Brothers were defeated. This year the team has gone back a little, due to the lack of second team material so the 'varsity cannot get the proper scrimmage practice before the big games. However the Friends are always trying and a season never rolls around without the dope artists figuring on Whittier as a dark horse, and this stand is taken because the Quakers have spilled the beans several times in the past.

This year a new member has been added to the conference roll in the University of Redlands, a Baptist college situated in Redlands. The new school is taking up all the sports with a vim and is playing the old game of football. They have been beaten in the clashes with the other institutions but have shown a game spirit and better things are expected of them in the future because the men who are always trying cannot be kept down always.

During the interval between football and track and field sports the southern college teams devote most of their time to basketball and fall baseball practice. In the former line the colleges play two games with each team in the conference league and if the series comes out one-all a third game is played on a neutral court for the settlement of the question.

In this line Whittier and U.S.C. have been the shining lights with the odds leaning a little toward the Quakers, though the Cards annexed the laurels last season but only after a hard fight with the Friends.

### OTHER SPORTS.

In basketball as in the other sports U.S.C. gets back into the running with the other southern colleges and for this reason the competition is a little more interesting due to the added factor.

Since 1906 college baseball has been on the rise and for this reason fall practice has become a fact rather than a fancy. Last year both U.S.C. and Oxy took the field to be followed shortly by Pomona. No regular intercollegiate games are played during the fall months but many of the semi-pro teams of the South are brought to the different fields and some warm games are the result. The result of this was at once shown in the play of last season. U.S.C. went through the year without a single defeat and played league baseball all the way after once getting a start.

Track and field athletics now take the center of the stage. In this branch Southern California can claim the greatest advancement. The records of the athletes made in the conference meets are good enough to stand in any class and many of the southern men have gone to larger eastern colleges and made good with a rush.

The shining example of this is in Fred Thomson, mentioned before in this article. After graduating from Occidental in the spring of 1910 he went to Chicago and entered the all-around A.A.U. meet for the national championship of the United States and Canada. He was the rankest kind of a dark horse before the affair started but the meet was not three events old before he was counted on as a likely winner and a few minutes later when he broke the half-mile-walk record he was

counted the winner. In this meet he met the best the country could offer and from the start was never headed. He came home with 7009 points to his credit out of the meet, which was about 300 better than the man who took second place.

Later in the same year in Los Angeles he took the honors easily from the western athletes in the same kind of meet.

Not satisfied with two victories of this nature he entered the meet again last spring and won out without much trouble. Seldom if ever has a man duplicated this stunt and because he did it Southern California and her colleges went on the United States athletic map with a bang.

At the present time he is taking post-graduate work in Princeton and while not able to play with the first team, did yeoman's work on the second team. He cut a wide swath in the Princeton football world and there is but little doubt but that he would have made the first team had he been able to play.

### RECORDS OF ATHLETES.

The records of the southern conference will show to a certain extent the class of events pulled off here.

The records are as follows: 100-yard dash, 9 and 34 seconds, held by Parsons and Throop, both of U.S.C.; 220-yard dash, 21 and 35 seconds, held by Throop of U.S.C.; 440-yard dash, 51 and 2-5 seconds, held by Bradbeer of Occidental; 880-yard run, 3 minutes and 34 seconds, held by Walton of U.S.C.; mile run, 4 minutes 26 and 3-5 seconds, held by Himrod of Pomona; two mile run, 9 minutes and 54 seconds, held by Fischer of Pomona; 120 high hurdles, 15 and 3-5 seconds, held by Thomson of Occidental; 220 low hurdles, 24 and 3-5 seconds, held by Thomson of Occidental; high jump, 4 feet 1 and 4-5 inches held by Munger of Pomona; broad jump, 23 feet 4 and 1-4 inches held by Hegerman of Occidental; pole vault, 12 feet 6 inches, held by Grant Richardson, U.S.C.; shot put 45 feet 7 inches, held by Trotter, U.S.C.; hammer throw, 140 feet 7 inches, held by Charles Richardson (deceased) U.S.C.; discus throw, 118 feet 4 and 1-3 inches, held by Thomson of Occidental; mile relay, 3 minutes 29 and 2-5 seconds, made by the U.S.C. team in '07.

### TRACK SEASON.

The track season is run off in a series of dual meets in which each college meets the other members of the conference in turn and at the close of the season the grand finale comes in what is called the conference meet, where all the colleges meet on one field for the banner. The championship of the South, however, is not decided in this meet but is left to the outcome of the dual clashes. This step was taken last year as it was found out that the best team in the dual meets did not always win in the conference affair. This was due to the fact that such stars as Thomson were on the weaker teams, which in the dual meets could not win, but in the conference meets the stars got in the habit of grabbing three or four firsts and with it the meet as the points are split up when four teams are in the running.

Last season U.S.C. took the honors in the southern meets and went into competition with Stanford and Berkeley and gave the large northern universities all they were looking for before the final count was taken.

The records show that some of the events are run as fast a time as will be found anywhere. Take for instance that of Throop and Parsons. The latter came to the front about five years ago and after clearing everything in the South took his last two years in college at the University of Wisconsin, where he trimmed all the cracks of the Middle West. He was sent to Jamestown and there made good with the best sprinters of the country. On returning to the South he went into business but cannot resist the call of the clubs when the track season rolls around and can be seen out with the freshman sprinters of his alma mater, U.S.C., teaching them the fine points of the game.

### A GREAT RUNNER.

Throop is a new arrival in our midst. Two years ago he was a green freshman, but under the able coaching of that great conditioner of men, Dean B. Cronwell, developed into the fastest sprinter U.S.C. had ever boasted in the first year out. He cut loose with nine and four-fifths and has been going as good every since.

Last year he had a little trouble with his legs during the first part of the season, but toward the end of the cinder grind was clipping off the yards in the usual time, always romping home far in the lead of his opponents. In fact he won so easily that he could not make the best time, which naturally comes from close competition.

With the close of the cinder season the baseball fever takes hold of the Rah Rah population. Baseball in the South as in all the colleges has not attained the perfection of the other sports, due to the lack of playing time. It is a known fact that it takes at least a month to get a team into the proper playing trim for the best results. Now with all college teams they have to get into shape in about two weeks and then start in with a hard schedule of match games right off the bat.

Some of the great league players have said that the college men were given a whole season, say of four months, to play, the teams would be as good as any in the country, but in three months the proper results cannot be reached.

### COLLEGE BASEBALL.

During the first five years after intercollegiate baseball was introduced here it was not a success owing to the fact that the teams turned out by the colleges were far below par when compared with the records of the football and track teams. It took about five years to find out what was the matter. Finally Oxy took the lead in 1906 and started fall baseball practice during the

[CONTINUED ON PAGE 142.]



## Many Magnificent Country Clubs in the Southland.

### ON THE LINKS.

**S**OUTHERN CALIFORNIA is rich in first-class country clubs and golf links, which invariably form the principal social and sporting centers for their various localities.

#### THE LOS ANGELES COUNTRY CLUB.

The Los Angeles Country Club, which stands high among the Beverly Hills, commanding a wonderful view of mountains and sea, probably takes first place, considering as it does, every conceivable luxury and charm in addition to its most excellent and sporty golf links. It enjoys a membership of nearly 700 names, including all the prominent and influential men of the city and surrounding country. Socially its status is of the highest and every reasonable precaution is taken to insure its remaining so.

The president, Frank Griffith, has just been re-elected for a fourth term of office, with an ever-increasing popularity. He has an exceptional personality, which makes him peculiarly suitable for such an onerous and eminent position.

Joseph F. Sartori of the Security Bank, Los Angeles, is, however, regarded as the patron saint of the club, for it is his financial shrewdness that the club owes its luxurious setting. It has passed into a proverb among the members that "all things are possible for the L.A.C.C. while dear old Joe is a member." Mr. Sartori has been a director ever since there has been a director, and his manner is as quiet and unassuming as the best among them. Yet it is to him that the club owes the fulfillment of its most ambitious dreams.

Some fifteen years ago the Los Angeles Country Club was donated by a windmill and an exceedingly primitive golf course. Later it aspired to tangibility, and a clubhouse was built and golf links laid out in the wilds of the Heights! Only a few short years ago—yet Pico Heights is now a thickly populated part of the city. In those days a ramshackle bus was the only means of transit, and members love to recall with what hopes and fears they approached the railway company with a view to securing car service. And now cars are running through nearly every block and the club had to pack up and move away in sheer self-defense—one really can't have a country club in the middle of a busy city.

That is how it happens that the magnificent palace of a really is nothing less) came to be erected on the most beautiful site. It was opened with a brilliant social function last May, since when Beverly has been the center of social attraction.

The club owns 155 acres of very valuable land, and is leasing twenty-five acres additional. The major part of this is laid out in golf links—and ardent golfers regard the course one of the most successful and easy on the Coast. Not too many trees, but enough to make for charm of scenery. Any number of natural ponds in the shape of arroyos and hills. Members are particularly proud of the links inasmuch as they were laid out without any professional help whatsoever, and although they have been in constant use for several months no changes have at present been considered necessary.

The club was fortunate in including among its members such experienced men as Judge Frederickson, several times ex-champion; Norman MacBeth, a former member of St. Andrews Royal and Ancient, who played with such stars as Harold Hilton and Lieut. A. Tait in his time, besides being an ex-champion of the club and a near champion of various British contests; and Tuffa, who is practically the father of golf in Southern California; Frank Griffith, the most able president; and Chas. E. Orr, than whom there is no better informed golf exponent. These men were alone responsible for the great success of the links, particularly Mr. Orr, who has been made an honorary member in recognition thereof. He shares this unique honor with President Tait and Miss May Sutton. The clubhouse has cost \$225,000 to date and combines the best features of all the clubhouses you ever saw. The immense hall and dining-rooms convey an impression of palatial magnificence, and on all sides the club is surrounded by spacious and picturesque lawns and terraces. On this account most of the great social functions are held within its walls, particularly as it boasts a famous chef.

Among all the great names in finance, the membership includes most of Southern California's best known names, such as Thomas Bundy of tennis fame, Miss MacBeth, and the new champion of the coast, E. S. S. Gena. A. R. Chaffee and G. P. Wood are members. The regular entrance fee is \$500 and there is a fee for "social membership" of \$200. An associate membership is accorded to married women whose husbands do not belong to the club for an entrance fee of \$300, while single women (privileged souls!) are permitted an associate membership for \$50. The dues in each case are a minimum of \$5 monthly.

The tennis courts are also particularly noteworthy, having a three inch concrete foundation and one and one half inch asphalt surface. Their cost was just under \$100,000 but they are such a pronounced success that the club is regarded as well spent.

The club has attracted a number of society women at the club, and the Los Angeles Women's Golf team are the holders of the Craft Higgins trophy. It is the work of Mrs. Frank Griffith, Miss Katherine Mellus, E. G. Requa and Mrs. W. T. Bishop, Jr.

A special feature of the club is its automobile garage, and chauffeurs' and servants' quarters. These were all burnt to the ground a month after completion last May, but have now been entirely rebuilt even better than before. It is a wonderful sight to see a solid sheet of automobiles covering nearly half a mile of courtyard—the regular Saturday and Sunday gathering.

The club's professional is another of the many Carnoustie men, Ernest Martin. He has served the club for ten years altogether, being formerly assistant to Rigby. Martin was a caddy from 7 to 14 years of age, and then served a long apprenticeship with Brand, the golf club and ball maker.

He won the Carnoustie championship in 1900, after which he came to this country, remaining in Chicago for eighteen months, before coming to California. He held the Californian championship in 1906, which was played on the old Pico Heights links.

He has since fetched two brothers out from Bonnie Scotland, one being at the Virginia Country Club, Long Beach, and the other in charge of the new country club which opened in October last at Phoenix, Ariz.

#### SAN GABRIEL COUNTRY CLUB.

The San Gabriel Country Club, situated in the lovely San Gabriel Valley, and built on the site of an old Indian fort, the wonderful old cactus fortifications of which still exist, is another popular and well patronized club. Its membership nearly reaches four hundred names, and its president is the influential and wealthy F. Q. Story, who is both beloved and honored.

The club, which already possessed a large tract of land, a few months ago purchased sixty-eight acres more for the purpose of increasing the golf course to eighteen holes. The former nine holes, although very sporting and picturesque, were found to be quite inadequate as the membership increased so rapidly. The new links are just about completed and were opened for play with a good deal of social eclat a few weeks since. The course has been planted with lippia, which requires little water and keeps green throughout the long dry summer. It would be well nigh impossible to keep 120 acres green otherwise, although the new Valley Country Club, of which I shall speak later, intends trying the experiment.

San Gabriel already possesses a charming clubhouse which is so comfortable that it has endeared itself to members to the point where they can raise little enthusiasm in the plans of the luxurious new one which the directors propose to erect. This new clubhouse is to face the wide boulevard, one of the "good roads," and the designs are very ambitious and imposing.

The entrance fee at the San Gabriel Club is \$100 with minimum dues of \$5 monthly, or \$50 with minimum dues \$100 yearly, and it enjoys the patronage of that wide circle of society who, while possessing unimpeachable social status, lives its life unostentatiously in a general way. San Gabriel is regarded as a sort of "family club" to a large extent—the sort of club Queen Mary would like the young Prince of Wales to belong to.

Its membership includes Senator Frank P. Flint, Senator Bulla, F. O. Wood, ex-champion in golf for Colorado and the holder of many trophies and medals which seem to include every branch of sport, and E. H. Wilkins, California's best cricketer. President Tait is an honorary member of this club also, and was made so prior to his election to the Presidency. Other honorary members are Gen. A. R. Chaffee and Gen. J. P. Story, the latter the president's brother. Also, of course, Miss May Sutton.

The club's professional, A. R. Rigby, is by way of being a celebrity, born at Carnoustie, where they seem to raise all the professional golfers, he has participated in most of the world's big events, and here in the States, where he came with Willie Smith in 1899, he has been connected with any number of the best clubs. He was with the Los Angeles Country Club for seven years but for the past three years San Gabriel has claimed him for her own.

#### ANNANDALE COUNTRY CLUB.

The Annandale Country Club reposes in a cosy retreat between the wondrous foothills west of Pasadena, from whence it draws most of its members. And as Pasadena is largely peopled by wealthy eastern sojourners in the winter months, it follows that Annandale's membership is largely non-resident. The clubhouse enjoys a perfectly lovely view and is built upon a knoll that commands the golf links and surrounding country. Terraces wind in grades down the knoll, which is one mass of exquisite foliage. Tea on the terrace is a regular social rendezvous, and a small homely-looking Japanese servant has made the club famous for its beautiful and artistic decorations for social functions. That Jap can make a weed look beautiful.

The tennis courts and golf links are both very popular, and of the latter Andrew Carnegie, who is an honorary member of the club, wrote a special commendation. It is an eighteen-hole course, naturally undulating, 6195 yards in length. Miss May Sutton is also an honorary member at Annandale—she thus frequently finds herself in very illustrious company in the various club's membership lists.

Mr. and Mrs. J. V. Elliot are members of both Annandale and San Gabriel, but they are identified more particularly with Annandale. Mrs. J. V. Elliot is the woman golf champion for the Pacific Coast and plays such a remarkably good game that she is admitted to all the men's tournaments at the Annandale Club. Jack MacLaren, the professional at Annandale, was responsible for her training. Annandale boasts two professionals in the MacLaren twins, who made a great name for themselves in Australia, prior to coming to this country. Jack MacLaren trained the well-known Pearce brothers, who played in all the big European tournaments this year.

Annandale's president is Charles N. Post, well known in the commercial world all over the United States. The entrance fees for Annandale are par-

ticularly moderate for so exclusive a club, being only \$100 and a minimum of \$12.50 dues quarterly. The non-resident member only pays \$50 entrance fee, and \$10 quarterly dues. There is also a monthly membership of \$25 which is very popular with the eastern tourists. Notwithstanding its very low entrance fee, Annandale ranks with the very best clubs in social status.

#### THE VALLEY CLUB.

The latest club to swell the list is the new Valley Country Club, which is to be ultra-exclusive, membership carrying with it a sort of patrician label. John S. Cravens, the founder, is exceedingly wealthy, and comes of an old aristocratic English family. He it is that has put up the whole of the money, purchasing 212 acres of land in a very beautiful location, and holding same at the disposal of the club for ten years at a purely nominal interest. J. V. Elliot has been elected president.

The charter members have put up \$1000 each, and voting will be restricted to them. Polo, golf, tennis and social functions will be the club's chief interests, polo and golf receiving very special attention at the hands of the army of landscape artists, golf professionals, polo experts, architects, engineers, etc., that are now employed on the plans and construction.

A feature of the links will be grass greens, a great luxury in Southern California. Moreover it is hoped to keep the whole of the course green throughout the year, a terrific expense in this land of sunshine. There is, however, a lake on the property—a great asset indeed.

It is proposed to keep membership limited to 200, in which case they would all need be millionaires, for the upkeep of so magnificent a place will be almost prohibitive. The cost of the clubhouse alone is estimated at \$300,000, and it is understood that no expense is to be spared to make it and all that pertains to it the very best of its kind.

#### PASADENA COUNTRY CLUB.

The Pasadena Country Club is chiefly famous for the fact that Miss May Sutton graduated in tennis there. Tennis and social events are its whole sine qua non now, for its golf links were purchased by Henry Huntington nearly two years ago. It is a cosy and very exclusive club, in fact, its exclusiveness has reduced its membership to less than 100. But they too, own a lake, and the view from the clubhouse, looking across that lake to the foothills, is quite enchanting.

#### VALLEY HUNT.

The Valley Hunt Club is largely social, with tennis courts as an adjunct. It boasts nearly 300 members of the best social status and enjoys quite a vogue as a social rendezvous. It is one of the oldest clubs and formerly was chiefly a hunt club in very truth, but it has long outlived its name.

#### AT RIVERSIDE.

The Victoria Club, Riverside, came into being in its present form in 1904 but golf has always had a large following in Riverside. The clubhouse is built up the side of a hill, commanding a most entrancing view of the surrounding country, which is very beautiful. It has been designed with a view to comfort rather than magnificence—and it certainly succeeds in being a thoroughly comfortable club in all the essentials.

The golf links are exceptionally long for a nine-hole course, 3324 yards, with Bogey 41, and a characteristic feature are the shelving bunkers, which prove unpleasantly ticklish to the erring golfer.

The club boasts a most enthusiastic membership which is always well represented at all the championship meetings, their men always at least reaching the semi-finals. Mr. McGuerran, who played against Dr. Fredericks in the semi-finals at the Coast championship meeting at Del Monte, being a particularly good player. He beat the champion in a match at Salt Lake a few weeks after the Del Monte meet.

There are a large number of keen women golfers, too, captained by Mrs. T. D. Hewitt, and two eminent players who have won many honors, Mrs. Martin Chase and Mrs. Harry Kearne, are among its members.

The entrance fees and dues are very low but great care is exercised to keep the club at the best social status. For men the entrance fee is \$25, with dues \$4, and for women \$10, with dues \$1. They have a large number of non-resident members, who winter in Riverside, so that from October to May it is a scene of unusual activity.

#### OTHER GOLF LINKS.

Other golf links are to be found at Coronado, San Diego, Long Beach and Catalina Island. Those at San Diego have remarkably good sand greens, for which they were the first to learn the secret, and the course is undulating, with plenty of sporty holes. At Coronado it is inclined to be flat and less interesting, but the links are particularly well kept and cared for. On Catalina Island, they have a little nine-hole course, where the summer visitors can get good golf practice and where a number of tournaments are held during the season.

#### THE VIRGINIA COUNTRY CLUB.

The Virginia Country Club at Long Beach is quite ambitious and hopes to have a first-class course this year. The club was started only two years ago, and the links have not had time to attain any great degree of perfection yet. It is, however, very well patronized by visitors during the season and is the scene of any number of tournaments and social functions.

#### THE VENICE COUNTRY CLUB.

The Venice Country Club devotes itself chiefly to tennis and at least one large annual tournament takes place there.

ALMA WHITAKER.



# AT THE COUNTRY WHERE SPORT IS



*Norman Macbeth*



*Charles N. Post  
president  
Annandale Country Club*



*Driving from the tee*



*Charles Henderson George Kahns J.D. Sals*



*Victoria Club  
Riverside*



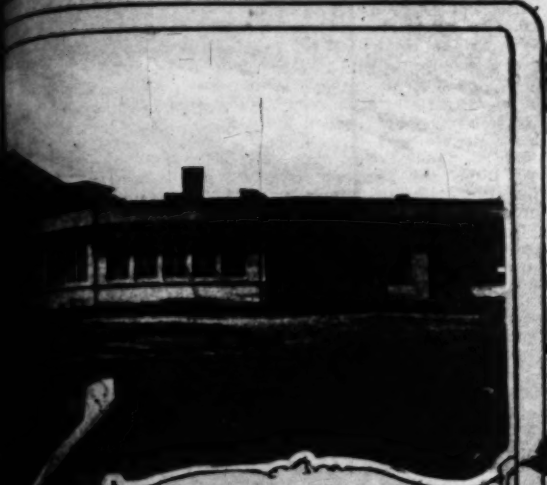
# CLUBS LUXURY



E.S. Armstrong  
coast  
champion



Mrs. J.V. Eliot  
woman  
coast  
champion.



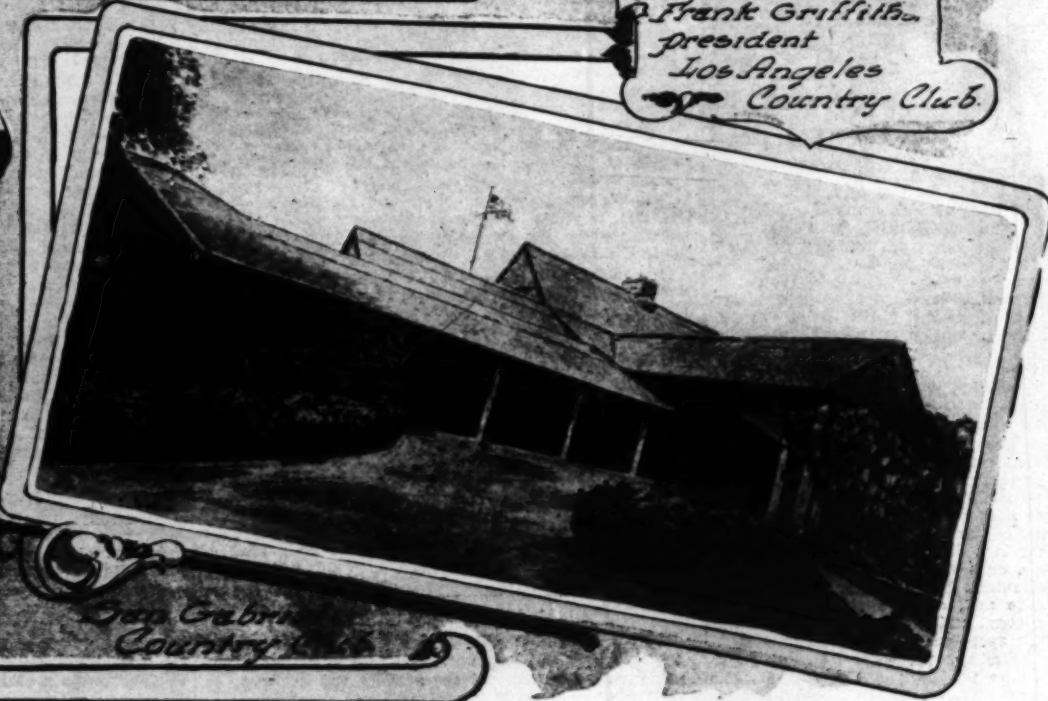
Los Angeles  
Country Club



W. Burkhardt Frank D. Hardson Walter Leeds Schugler Cole



Frank Griffiths  
president  
Los Angeles  
Country Club.



San Gabriel  
Country Club



Annandale  
Country  
Club.



## Los Angeles is the Polo Capital of the United States.

### WITH THE PONIES.

**S**OUTHERN California will be the polo capital of the world this winter.

Three nations, United States, Great Britain and Canada, will be represented by polo teams. The United States army will have four teams in the field and the great country clubs of Coronado, Pasadena, Riverside, Santa Barbara and Burlingame will each have a team in the field.

Twelve teams in all are expected to be actively competing in the various tournaments this season and polo on a scale seldom seen outside of the international matches will be produced.

The first tournament of the season will be played in January at Coronado. It will last about one week and teams from England, Canada, Coronado, Pasadena, Riverside, Santa Barbara and Burlingame will participate.

Immediately after the Coronado tourney Pasadena will hold a round robin of a week's polo in which all of the big teams of the Coast will meet. Then will come Riverside's tournament in February for the Frank J. Mackay cup. At this writing Santa Barbara and Burlingame are preparing for tournaments.

While polo has been played in California for the last twenty years it has been only during the last year or so that the State has gained international renown as a polo center.

The presence in Southern California of prominent foreigners, polo enthusiasts who were enjoying the winter climate, was the starting point of the great interest in polo. At Riverside Robert Lee Bettner had been nourishing polo for many years. In Los Angeles the Weiss brothers had a team of their own and more often than otherwise were compelled to divide their own team in order to find opponents to play. In Santa Barbara the Boeseke family was carefully keeping the flame of polo alive under great difficulties and but few games were played.

The fact that a half-dozen famous polo thoroughbred ponies were brought to California a dozen years ago laid the foundation of the world-renowned California polo ponies. The get of these thoroughbreds has been carefully selected and bred and from these thoroughbreds a three-quarter bred animal was secured which answered every requirement of polo. The fact that the animals thrived better in California also made for a finer stock and last year when Harry Payne Whitney's Meadowbrook team successfully defended their title of world's champions from the attack of the English team there were twenty-one California ponies used in the match.

### THE POLO CLUBS.

The great country clubs at Coronado, Santa Barbara, Riverside and Pasadena took up polo when they found that among their winter members from abroad were many of the world's best players. The pick of California's great ponies were secured and teams were formed. Last year matches were played throughout the State and experts stated that polo such as is only seen in the world's greatest matches was produced.

Last fall a queer competition arose over California polo ponies. Montgomery (Monty) Waterbury, one of the crack players of the world champion Meadowbrook team, came quietly and unheralded to California and began to purchase ponies.

It was stated that the English team lost the world's championship owing to the American team being better mounted. It was realized that practically all of the superb ponies used by the Americans came from California and the Englishmen determined to secure a few of these animals themselves and use them at the next year's international matches.

Harry Payne Whitney is said to have heard of this determination and to counteract it sent "Monty" Waterbury to California to buy up all of the polo ponies he could lay hands on.

Walter H. Dupee, the young millionaire of Chicago, who is a crack polo player, was pitted against Waterbury in purchasing ponies. Dupee spent last summer in England as the guest of Lord Tweedmouth and met the Duke of Westminster, who is the man who mounted the English champions. Dupee was commissioned to corral all the best thoroughbred polo ponies in California for the English team. As a result of this competition the prices of polo ponies rose high.

### BRITISH NOBLEMEN.

This season Lord Tweedmouth, Lord Reinald Herbert, Lord Innes Ker and a fourth English nobleman will form the English polo team and will uphold the honors of Old England on California's polo fields. They will use some of the ponies purchased last fall by Walter Dupee and will later take them East and thence to London for the English champions.

Maj. Collin George Ross, secretary of the Coronado Country Club, and one of the best polo players in America, has arranged to bring his Canadian polo team to Southern California. The eighteen ponies to be used by the Canadians have already arrived and the members of the team will arrive in California during the first week in January. All of the members of the Canadian team are former crack polo players from England and have played in India and South Africa for years.

The Burlingame team which was disbanded last season has been reorganized and will be in the field as a strong bidder for championship honors.

The Burlingame team is one of the strong ones of the Coast and as they have a beautiful ground upon which to play they will undoubtedly be in perfect condition and form when they tackle the teams of Southern California.

One of the great factors that have led up to Southern California looming large in the eyes of the polo world is the excellent turf which covers the several large polo grounds. The turf is said by experts to be even better than the famous turf of India, which is ideal for the game. Then again the mild winter climate of Southern California makes it a delight to play the game at all times.

It is within the range of probabilities that the next matches to decide the polo championship of the world will be played in Southern California.

### COL. COOCH-BEHAR.

The question has been raised by Col. Cooch-Behar and the Maharajah of Patiala in India, both of whom are among the greatest polo players in the world, India is the home of polo and the native teams are said to be wonderfully proficient in the game and again the ponies used are descendants of a long line of thoroughbred polo ponies that know the game perfectly.

In a letter to Maj. Collin Ross of the Coronado Club Col. Cooch-Behar stated that the best teams of India resented the claims of the Meadowbrook club to be champions of the world. They pointed out that they originated polo and have been playing it for hundreds of years and also that they have played the greatest British army teams, which are said to be the best of Great Britain, and have defeated them. They think, said Col. Cooch-Behar, that their teams are superior to either the English or American teams, and they would like to play either or both of these teams for the world's championship.

Col. Cooch-Behar suggests that the international matches be played in Southern California the coming year and promises that if this can be done that he and his friend, the Maharajah of Patiala, will come to California and bring with them their ponies and teammates and enter the lists as contenders for the world's championship.

It is pointed out that the climate of New York or London is entirely too cold and the turf upon which the matches are played is not fit for polo, while both of these objections are overcome in Southern California.

The India teams say that should they play the British team in London and then the American team in New York they would be compelled to bring their teams seventeen thousand miles while if the international matches were played in Southern California they could save almost 7000 miles of their journey. They also say that as they are accustomed to the milder climate of India they would feel more at home in Southern California than elsewhere.

Nothing definite has been done in regard to having the international matches played here as yet but it is believed that arrangements will be made this spring which will bring the great contest to the Pacific Coast and will also result in the famous India teams entering the lists.

Southern California has been recognized also in an entirely different quarter. Gen. Leonard Wood, the head of the United States army, has ordered Ft. Sam Houston, Ft. Riley, the Presidio at San Francisco and Ft. Worth to send polo teams composed of members of the regular cavalry to California this winter to play. Gen. Wood has stated that polo is the greatest game in the world in which to train cavalry how to ride and to train the horses to act in moments of excitement. With this end in view he will send the army teams here this winter and have them enter the polo lists of Southern California.

R. A. WYNNE

### Our Wild Game.

#### WHAT THE HUNTER MAY EXPECT TO FIND IN THIS VICINITY.

**"W**HAT kind of hunting do you get out here?" The average visitor to Southern California is a pleasure-seeker and if he also happens to be a sportsman he is pretty sure to ask the above question. The enthusiastic native may respond with truth:

"Some of the finest in the world."

It is true. From bird shooting to big-game hunting, Southern California offers a variety of game only rivaled by the variety of its fruits.

This State is the habitat of the "King of American game-birds," for since the extinction of the wild turkey of the South, the California quail may with justice claim that title. One who has not shot them may be inclined to dispute the claim, but after a few trials at this fast-flying bird he will concede that the man who bags the limit of valley quail may well claim to have conquered the king of game birds.

The valley quail is found everywhere among the sun-covered hills, his wings have as yet proven the equal of the scatter guns in his struggle for existence and he is our commonest field bird.

His larger cousin, the mountain quail, is less frequently encountered and is a much harder bird to kill. The principal difficulty in hunting the mountain quail is the ruggedness of his mountain home and the disinclination he has for using his wings, running for many yards through the thick brush and not giving the hunter the slightest opportunity of trying a shot.

Probably nowhere in the world is finer duck shooting to be found than in Southern California in the fall and spring. With the exception of a few varieties which are confined to the Atlantic Coast every migrating water bird of North America pays us "a flying visit." Canvasback, teal, mallard, red-head, spoonbill, baldpate and others are frequently upon the Californian's table.

Near Los Angeles practically all the duck shooting is controlled by clubs, some of them owning their own preserves and others leasing the inlets along the coast. These clubs have palatial "camps" and are the "other home" for their members in and out of duck season.

In the Imperial Valley and the swamps along the lower Colorado River is a fine free duckshooting country, where to confine oneself to the limit, rather than to secure it, is the hunter's hardest task.

Snipe, plover, geese and, on rare occasions, swans are found along the coast and the first two furnish the hunter an afternoon's sport out of duck season.

Wild turkey are here, as everywhere, almost gone, though there are a very few shot every year in the Colorado River country.

Deer are the most hunted of California's four-footed

game. Of course it requires a tedious trip, a good deal of labor and much skill to secure them, but every year in the mountains within twenty miles of Los Angeles a number are shot. They are chiefly of the white-tail species, though those hunters who have patience enough to stick to still hunting in the deeper canyons occasionally run on to a buck of the larger black-tails.

The white-tail deer is usually hunted along the ridges and shot as he breaks cover. It is hot, tiresome work, but the ardent nimrod minds that not a bit.

The mountain lion or puma is the largest game we have, and he is quite large enough when one meets him unexpectedly. In fact that is the only way one is likely to meet him, unless he be hunted with dogs and horses, as is done in the Tehachapi Mountains. Wherever the mountain lion ranges the deer quickly depart the country and many a baffled party of deer hunters have sworn eternal vengeance on the prowling puma.

Wild cats abound throughout the near-by mountains, but like the lion, they are too wily to be often met with unless driven out by dogs.

The fondest home of many game hunters is to be found in Southern California. The mountain sheep have, even in late years, been killed in this half of the State, in the San Jacinto Mountains and the desert mountains south of there. Also traces of them are found in the desert mountains in the extreme eastern portion of Riverside county, along the Colorado River. They are now protected.

Just enough brown or black bear, it all depends on the coat he happens to be wearing, are shot in Southern California every year to prove that he still lives his inobtrusive life "in our midst."

Coyotes are the Southern California substitute for wolves and foxes. They are often killed when the hunter is in search of other game and are our commonest four-footed wild animal of any size. In the old days before the country was fenced to any extent, coyote coursing was a favorite sport.

Wolves, foxes and even lynx are sometimes found in this vicinity, though they are the exception rather than the rule.

Cotton-tail rabbits are too common to be remarked upon by the hill trapper and in certain less settled regions of the southern end of our State jackrabbit drives are of frequent occurrence.

"What kind of hunting do we get out here?"—The kind you are used to, probably, though pursued in a different way. You have only to elect your kind of game and go after it. It is here.

### LOS ANGELES SCHOOLS.

Number of public school buildings, including State Normal, 117; teachers employed, 1440; school children, 53,954; miscellaneous private schools and colleges, 40. The Polytechnic High School is equal to the best in the United States.

### Where Climate Helps Athletes.

[CONTINUED FROM PAGE 138.]

Christmas holidays, the result was wonderful. That season the Tigers took the southern championship without turning a hair, defeating the crack St. Vincent nine in a three game series for the flag.

At this time there were two men, who since have made good in the big leagues, playing on the Saints' team. Snodgrass of the New York Giants was catching for the Saints while Artie Shafer was playing third base. Two years after this series McGraw was out West with his men on a training trip and saw these young men work and signed them on the spot. Shafer was good for a time but went back after a few seasons in fast company, but on the other hand Snodgrass has been hitting only the high spots and this season led his club with the willow and was well up in the base running end of the game.

After St. Vincent's downfall at the hands of the Tigers in the spring of '06 their glory as baseball stars began to decline and now there are no athletics of any kind carried on at the Catholic college.

After the Saints left the field Oxy had it all to herself for three years, then Pomona came to the front for one season and last year the University of Southern California surprised all by putting out a team which did not lose a game during the entire playing season.

The championship in the South is settled by each team playing a series with the other colleges in the league and the team with the best percentage at the close of the season is awarded the pennant. There have been some great ball players turned out of the southern ranks within the last few years but the man with the best record for his college course is George Baer of Oxy.

He started in in his freshman year and made good with a jump. In fact he was so good as an outfielder, hitter and base runner that he was known as the "Ty Cobb" of the conference. During the four years that he played with Occidental he batted .326, this counting every game he played in during that time. He made more runs than any two players of the league and stole more bases at the same ratio.

Baer graduated last spring and went to the Hill School to teach and coach baseball.

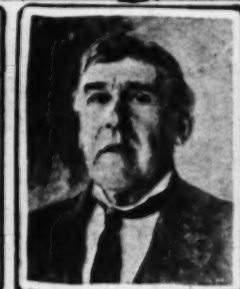
### COLLEGE TENNIS.

At the close of the baseball season intercollegiate tennis takes the spot light and the colleges of the conference play round robin tournaments and the team winning two out of three of these meets is counted the champion. In this line of sport the honors have been going back and forth between Oxy and U.S.C. for the past eight years and only on two occasions has Pomona made a showing at all, though all the tournaments have produced good tennis.

OWEN R. BIRD.



# The Automobile Industry and the Men at the Head of It.

Tom Carrigan  
MidlandOscar Werner  
SimplexJ. D. Stratton  
Detroit ElectricW. De Voe  
Inter StateP. A. Ranton  
ValieV. R. Del Valle  
Brush

## MOTORIZING MADE POPULAR.

**A**UTOMOBILE men of Southern California have been a factor in business for a decade. Motor car dealers of this city have been leaders in the mart of trade for more than half that time. This new year 1912 will see the motor men of the Southland take the front rank among the leaders in the world of business.

When automobiles were only a luxury the trade was important. Now that the machines have become a necessity to our business life the trade has doubled in importance and fortunes have been made. The volume of trade for each day of the week is surprising. Thousands of dollars are turned over in single transactions and these are multiplied until it is no uncommon thing for a firm to balance its books at the close of a single week with \$50,000 in sales recorded.

Who are the men who are making this business possible. In many cases they are dealers who have gone through the mill from the time when the bicycle was our important means of locomotion. They are the men who, ten years ago, were winning bicycle races. Even in the sport that gripped the hearts of the public then, these men took a leading part and today they have graduated into the ranks of the business men of automobile row.

J. S. Conwell is the president of the Automobile Dealers' Association of Southern California, an important body which means much to the trade in this city. This association is the largest of the kind in this country and includes almost every dealer in Los Angeles and Southern California. The men of affairs in the business world meet and discuss the problems which arise and President Conwell holds the helm firmly and steers the craft over the rocks to a safe harbor.

This organization has just held a big road race, the Santa Monica motor battle, in which a world record was smashed in the presence of 100,000 spectators. The association, through its manager, A. M. Young, who handled the race, pulled out of the affair with a clean bill of health as far as debts are concerned and the honors were handed to Young, who has proved himself the right kind of a manager.

Earle C. Anthony is vice-president of the dealers' association. He has been identified with the trade since its beginning as an important industry and has been a success every minute. Anthony is agent for the Packard, a high-priced line which holds the van when it comes to important deals. This year is to be one of the big seasons for the Packard again, as the car still maintains its hold on the buying public through the efforts of its young agent, who is always planning important deals.

## THE MAN BEHIND THE CAR.

W. E. Bush is another dealer who has figured prominently for a number of years. He is agent for the Pierce-Arrow and is finishing the year with a large number of sales. He will jump into the heart of the 1912 season with a long list of orders which will net him a big profit. Bush has purchased a large orange orchard on which he expects soon to build a handsome home.

P. A. Lord, of the Lord Motor Car Company, is one of the most interesting of the dealers along automobile row. A member of the church, a man of business, who does not believe in Sunday trade, he has made a success and has proved to the motor world that a man can be affiliated with the church of Christ and can still keep himself aloof from any entanglements which will even cause comment of an adverse nature among those who are the greatest sticklers for religious dogma.

Ralph Hamlin, agent for the Franklin, is one of the dealers who came out of the ranks of the professional bicycle riders. Ralph, about ten years ago, was one of the crack bicycle boys of this city and was a hard one to reckon with in a road race. He won the Santa Monica race and then after joining the motor trade drove his racing Franklin into honors in some of the biggest meets held. He won the fifty-mile and the 100-mile dashes at Agricultural Park and drove the air-cooled car into world honors. Then he took second place in the Los Angeles-Phoenix road race two years in succession after a heady dash across the sands.

W. E. Ruess is another dealer who has risen from the ranks of the bike riders. He is agent for the Pope-Hartford and when he was master of the wheel he competed with Hamlin and the two were usually the "scratch men" in a big race. Ruess has made a success as a dealer and this year is cutting out a pace that will place him among the top-notchers when the 1912 season is over.

## A RECORD-SMASHER.

H. O. Harrison is one of the dealers who started when it was hard to sell an automobile. He came into prominence as a great road driver. He smashed the record to Bakersfield, when it meant something to make a mark of less than six hours. He also smashed the record to Fresno and continued to break one road mark after another in a series of drives which placed him among the premier automobile men. Harrison is agent for the Peerless and the Everitt and this year is doing a bigger business than ever before. He is one of the younger dealers who has made a success and is handling a high-priced, classy car and a low-priced, handsome line, both of which are making good.

C. S. Anthony, agent for the Regal, is one of the dealers who made a steady fight toward the top rung of the ladder. He has handled several cars but not until he took hold of the Regal did Anthony take the place that belongs to him as one of our leading dealers. This year is one of his most important. The stylish line of cars have become popular through the business ability of Anthony, who has shown their good points in a system of advertising which has been unique and which has appealed to the public.

Lewis Schwabe, agent for the Premier and the Reo, was given his training in the City Hall. He is one of our successful auto dealers and his popularity has won him a place that places him in the front rank of the successful men of automobile row. When the Ocean to Ocean Premier tourists arrived Schwabe showed his ability as an entertainer and he was heralded throughout this country as the most important Premier dealer in the United States. He is modest but when it comes to driving a deal he knows just how to close the sale.

Roger Miller is the Pullman agent. He is associated with George Williams and the two are doing an outside business depending on the trade of the Northwest and the Southwest for their biggest sales.

M. S. Nason is one of the men who came into the business later but who has made a success with the Hupmobile. He has taken hold of this line and has made it popular. The low-priced cars have been entered in contests of all kinds and Nason has always been ready to go to the bat when it has been necessary to show what a good car he thinks the Hup really is. He is one of our successful dealers.

Charles F. Cotton is the manager of the Los Angeles Motor Car Company. With Robert Peyton as his side partner these two young men are handling the Locomobile. The "Little Six," one of the hand-somest of this line, is to be brought here this year and in introducing this car Cotton has shown his ability as an automobile agent. He knows what the public likes and he has handed them just the line of talk that

appeals because it is honest and square. Cotton was one of the members of the race committee of the Santa Monica road race who rendered yeoman service.

Gilbert Woodill, of the firm of Hawley-King & Co., agents for the Oakland, has gone through the fire of a hard campaign with cars that he has fought hard to introduce, and he has won. This year he has shown his ability in many ways as a manager of the Oakland agency and the classy and stylish cars are popular and have become well known through the efforts of this man, who has taken a leading place among the dealers.

Oscar Werner is handling the Simplex. He is making this well-known car popular through a system which has marked his ability as a dealer. He is making his mark this year with a list of sales that will be larger, it is almost a certainty, than that of any other season. He has a line of cars that appeals to the trade.

## A PIONEER.

Volney S. Beardsley has been in the business for many years and was here at the beginning. He became well known as the man who was introducing the Tourist and then he branched out with the Warren-Detroit, the Firestone-Columbus and the Columbus Electric. This year he is removing to larger quarters, where he has more room. He needs the space because of the business he has built up so carefully for the past few years.

Charles H. Thompson is agent for the Jackson. He has worked steadily toward the success which has marked his efforts. This is his most important year and he is making the Jackson one of the most popular cars of the price in this city. He has a long list of sales to report as evidence of what he is doing for the good of the trade.

C. E. Anthony is agent for the Chalmers and the Herreshoff. As president of the Western Motor Car Company, one of the most important concerns in the automobile business in the West, he has become well known. The Chalmers sales this year reach the top rung of the ladder and the volume of business done by the Western Motor Car Company is second to none in the trade in this city.

Joe Olier is one of the leaders in the wholesale business. He is distributing the Flanders and the E. M. F. in Southern California and has become well known because of his activities among the men who are handling the cars in the Studebaker Bros. agencies in the Southland. He is a popular tradesman, an after-dinner talker who appeals to men of affairs and he has taken the place he now occupies through his merit as a business dealer who knows an automobile from a radiator to tail-lamp.

Clarence Smith is agent for the Stearns-Knight, the Stearns and the Elmore. He is quiet and unassuming. Clarence is one of the largest men in the business and one of the youngest. He is making the right kind of a success and has little to say even when the books total several thousands of dollars for the day's business.

Leon T. Shettler is one of the oldest dealers in the business. When automobiles were hard to introduce and were few and far between on the streets of Los Angeles Shettler was agent for the two-cylinder Reo and he sold a large number. He is now agent for the Apperson line and recently has taken a partner in the business. This year he expects to show a list of sales that will total a larger volume of business than that of any previous year.

Earl Y. Boothe is agent for the National. He is one of the dealers who came into the trade only a year ago. He is not as well known but is making a bid for the popularity that should be his. He has finished the season with a long list of victories for the car he represents.

J. L. Whitford  
OldsmobileDanny Whitman  
OverlandL. O. Olier  
StudebakerRoger Miller  
PullmanWilliam Brown  
Stutz



# The Men Who Made Los Angeles the City of Automobiles



Gilbert Woodill  
Oakland



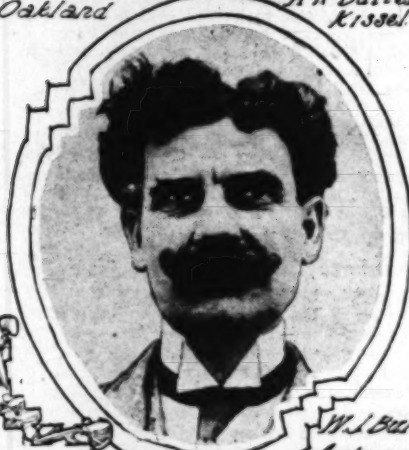
H.K. Butterfield  
Kissel Car



E. Roger Stearns  
Stoddard-Dayton  
and Baker Electric



W.E. Bush  
Pierce-Arrow



W.J. Burt  
Auburn



Clarence Smith  
Stearns Knight  
Elmore  
Ohio Electric



Lewis Schwabe  
Peo and Premier



Volney S. Beard  
Warren-Detroit  
Firestone-Columbus

The Eastern Motor Car Company, agents for the Stevens-Duryea, are handling the car through a system which, though quiet, is successful. The two men of the firm are Messrs. Sparks and Dunbar, and this year's sales are important.

B. L. Graves is the new agent for the Ford. He is manager for the branch here in this city and took the place of E. Roger Stearns. He has been here less than two months but already has a host of friends.

## A POPULAR DEALER.

E. Roger Stearns, of the Standard Motor Car Company, is one of the most popular dealers in this city. He is handling the Stoddard-Dayton but became best known through the Ford agency. Here his success was so marked that he finished the past season with the largest number of sales ever recorded for a low-priced car in the West. This year he jumped over into the higher-priced ranks and while it is taking him a little longer to start he already is beginning to fit comfortably into his larger chair. He drove the Stoddard in the Los Angeles-Phoenix road race and had the car in the running every second. He was the first to reach San Diego and was a contender for first place at Yuma and then on almost to the finish of the desert road battle.

Milo Bekins, agent for the Lozier, is one of the conservative business men who is making a hit on automobile row. The victories of the Lozier in the Vanderbilt cup race is to be made one of the strong talking points for this car in the season now upon us. The line is handsomer than ever and the cars show more class even than they did last year.

Frank Howard, of the Howard Motor Car Company, is one of the younger dealers on automobile row. As agent for the Buick he has made a name for himself and when his handsome little car won the Santa Monica light car race he made the most of the victory. He is in the midst of one of his most important seasons.

Warren Vance is agent for the Halladay and the Cartercar. With James Canavan as his side partner Vance expects to sell 200 cars this year. His inability to secure cars in the last season handicapped him and it was impossible to finish the season as he desired. This year he has enlarged his capital stock, enlarged his business, improved his showroom and will have cars of all models in his showroom all the time. Vance is one of the leaders in the trade who has made a name for himself in a comparatively short time.

E. E. Hewlett, a prominent attorney of Los Angeles is agent for the Fiat. He loves the racing game. When his car smashed all records in the Grand Prize race at Savannah Hewlett could hardly contain himself. The showing of the car in that 400-mile race was remarkable. Hewlett is forced to spend most of his time in his law office but the Fiat has taken the place it should hold and is one of the most popular of the foreign cars.

W. K. Cowan is the agent for the Rambler. He is one of the older dealers who has handled the Rambler for many years. This season with the Cross-country Rambler as his star seller Cowan has come into his own in earnest and is doing a big business with the handsome line. He has made a success as a dealer and this year should be one of his best.

William Howard, agent for the Winton, is one of the well-known dealers who has been associated with the trade for some time. He has introduced the handsome six-cylinder in such a way that the car is one of the best-known in its class. This car with its self-starter has been sold in numbers all over Southern California. Howard has made some of his most important sales in Pasadena, where tourists from the East have purchased the cars and secured deliveries here in Los Angeles.

Don Lee is one of the well-known dealers of Los Angeles. As agent for the Cadillac he has met thousands of automobile purchasers and has shown his handsome line to other thousands. The year just closed was one of the most important for the Cadillac agent. With the list of sales nearing the half-thousand mark, Don Lee showed his ability as agent for the Cadillac.

## IN BUSINESS A DECADE.

P. A. Renton has been associated with the trade for a decade. He organized the Renton Motor Car Company several years ago and since that time has been one of our important dealers. He introduced the Overland in Southern California and made a name for this car at a time when it was not popular. This year he has taken the Velle agency and will also handle the Mals truck, with the Matheson as his high-priced line.



H.B. Denbar  
Stevens-Duryea



P.H. Lord  
E.M.F. Manders  
Barford and  
Manders Electric



J.S. Carroll  
Maxwell and Columbus



Bill Ruess  
Pope-Hartford



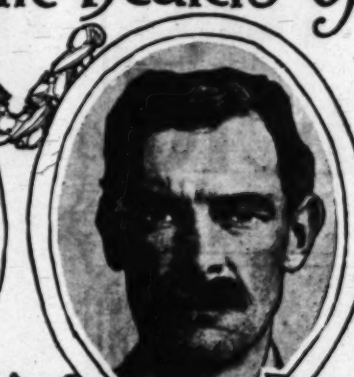
# A Group of the Automobile Dealers of Los Angeles



Don Lee,  
Cadillac.



Charles Cotton,  
Locomobile.



C.E. Anthony,  
Regal.



Ralph Hamlin,  
Franklin.



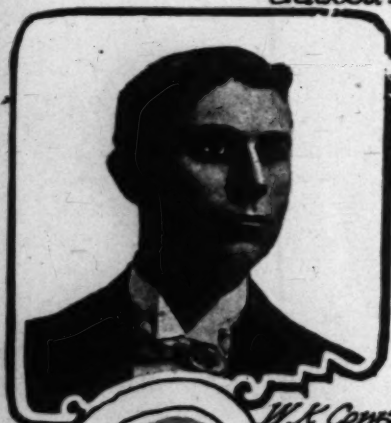
Charles H. Thompson,  
Jackson.



Earl T. Boothe, National.



Leon T. Shettler,  
Apperson.



W.K. Carson,  
Rambler.

Renton has the habit of making a success of everything he touches.

Danny Williams is manager of the new Overland agency. He has been here less than two months, but already has impressed the other members of the trade with his ability as a dealer in automobiles. His hardest work just now is to secure deliveries.

F. W. Force is agent for the Mercer. This year he took two cars into the Phoenix race and both were wrecked in sensational dashes on the track. Harris Hanshue, his driver, was seriously injured. Force expects to ship a large number of the handsome Mercer cars to this city for the 1912 season.

The Lexington is being handled by the Burkhard-Crippen Company. These two men have been in the trade for a number of years and have made a great success. They recently built a handsome showroom on Pico and Grand avenue, and have spent thousands of dollars to build up a business that is worth a fortune.

Y. R. Del Valle has the honor of being the agent of the smallest car known to the trade. His list of sales, however, is anything but small. He has sold hundreds of Brush cars in California and the stylish little single-cylinder is more popular than ever.

M. S. Berkeley is agent for the Autocar. This line comes in both the pleasure car and the truck. One of the most noteworthy performances of the past year was the record of the Autocar on the "Times to Lakeside Tour," where it made a record that has never been beaten.

P. H. Greer is one of the men who has helped to make motor history in Los Angeles. As agent for the Mitchell line he is well known to the trade. As a member of the Automobile Show Committee Greer proved he has ability as an executive, and as a director of the Automobile Association of Southern California he has many admirers because of his fairness. The Mitchell line is more popular than ever this year and Greer is once more making a great record. He is a member of the firm of Greer-Robbins and this concern has made a name for the low-priced Mitchell line.



Earle C. Anthony,  
Packard.



Warren Vance,  
Halladay and  
Cartier.



A.M. Young,  
Cole, American,  
Thomas, Fargo,  
Detroit.



H.O. Harrison, Peerless,  
Everitt, and Waverley Electric.



H.A. Fuller, Randolph,  
Reliance and Rapid trucks.

## LOS ANGELES.

She is a city of delight,  
Where golden hours run through the day,  
Where golden flowers with zephyrs play,  
And lamps of gold emblazon night.  
Great purple mountains gather round,  
And poppies glow, and mission bells  
Are ringing; in a thousand dells  
The bees' wings make a murmuring sound.  
Here shine a hundred glittering towers  
And pillared temples; silvered domes  
That guard a myriad happy homes  
Of singing people lost in flowers.  
Her beauty all the land has won;  
The sea does homage to her smiles  
And offers up his happy isles  
Seen dimly over Avalon.  
With glow and gleam rich sunsets shine  
At evening on her fleets that throng,  
With argosies of art and song,  
And gold and gems and oil and wine.  
Here each new day men see arise  
Atlantis lost beneath the sea;  
They roam the vales of Arcady  
And enter into Paradise.  
She is a city of delight,  
Where golden hours run through the day,  
Where golden flowers with zephyrs play,  
And lamps of gold emblazon night.

HAVEN CHARLES HURST.



# Our play-mate, the placid old Pacific.



*Diving for abalones*



*Fisherman's luck*



*Fishing through the surf*



*The girl that made the mermaids jealous*



*A California minnow*



*Digging clams*



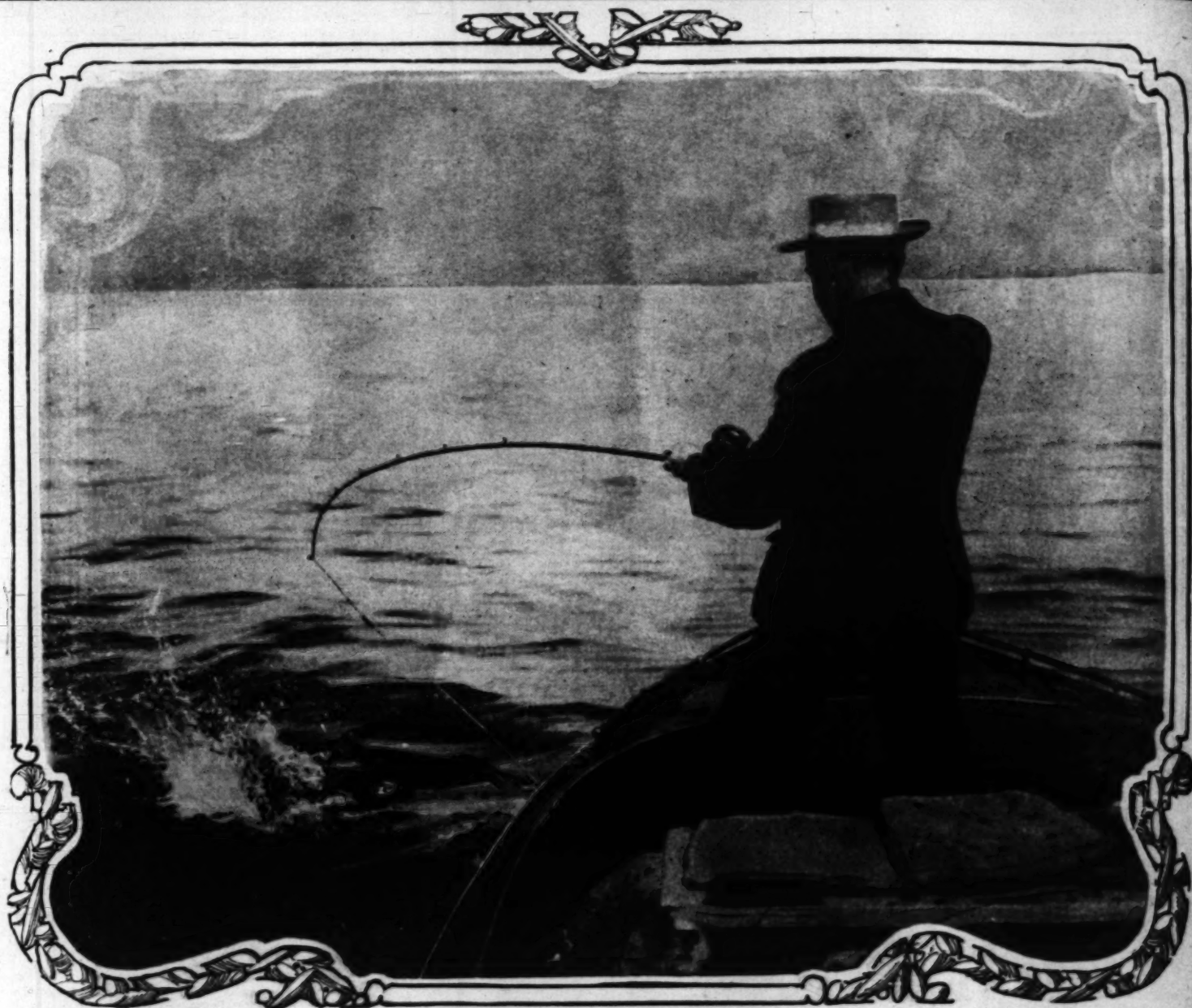
*A frolic at Catalina*





*A California Diana*





FISHING BOAT POPULAR AT BEACHES.

## The Joys of Living and Sleeping Out of Doors.

### HOUSES UNNECESSARY.

**L**IFE can be one long joyous picnic in Southern California, and ever the direct poverty loses its sting when one can live out of doors, independent of housing, as one can in this land of smiling sunshine.

"Both Rich and Poor alike, live out of doors all day—  
"The Poor because they must, and the Rich because they may!"

It is rare now to find a house in this charmed vicinity whose occupants do not live out of doors, just retaining the house to "keep things in." At first it seems odd to find a beautiful house, elaborately furnished and fitted with every comfort, merely used to dress in. Yet there are many such in Los Angeles alone, where an immense tent or screened-in shanty is erected in the back garden for the whole family to sleep in! And once one has experienced the fascination of sleeping out of doors, one can never sleep comfortably in a house again.

No contractor would dream of putting up a house in Southern California in these days without an open-air sleeping porch. And the open-air dining room, which is generally a screened-in pergola covered with roses or honeysuckle, is the recognized criterion of charm and comfort.

It is this joyous life in the out-of-doors that makes California so inexpressibly attractive. Nothing seems to matter when a blue sky and radiant flowers smile upon one from everywhere. There could be no better testimony to the mildness and sweetness of the climate than the lattice work affairs they call "greenhouses." No glass, no solid structure of any kind is considered necessary to protect the most exotic and sensitive plants from changes of temperature, and what we call "frost" here is the gentlest feathering of the landscape, old Jack Frost treating us with the lightest, kindest hand. It is never cold enough to drive the out-of-door advocates beneath a roof to sleep, but with just that invigorating nip in the air that is nature's own exhilarating tonic.

### TENT HOUSES.

Tent houses are deservedly popular, for they combine all the charm of the tent with the convenience of the house. Many people have them erected far back on city lots, fitted properly with all plumbing necessities, and treat them as permanent structures. They have a light framework of wood but all the upper parts of the walls are made of stout canvas and the windows are formed of wire screen and cleverly devised flaps. Some of these tent houses are really delightful and they offer endless scope for ingenuity in making them attractive.

Southern California boasts whole cities of these houses, and many a beach or a mountain resort is formed entirely of them.

In some respects Los Angeles is an absolutely unique city, for she enjoys every up-to-date luxury of civilization and yet she is within half an hour's ride of a dozen lovely beaches, and within an hour of all the rugged delights of wild mountain scenery. She is surrounded by beautiful canyons, and the desert, with all its wonderful allurements, is but a short trip away.

### CAMP-WAGON TRIPS.

These wagon trips are a great feature of life in California. A good supply of provisions, blankets, and one's coolest, oldest clothes make for an absolutely ideal holiday. Out of doors all the time, walking, eating, sleeping under God's heaven; camping out at will in the most beautiful spot one can find—it never fails to send one back healthy and happy, sound in wind and limb.

Many parties dispense with the permanent camp and just hike off with a pack-mule, well laden with a carefully thought-out list of provisions. They are burdened with the minimum of clothing; they just throw off the shackles of civilization for a few glorious weeks, making their beds in one of the hundreds of captivating nooks that present themselves. For the men there is game hunting, the mountain lion, deer, ducks and so on, and for the women the sweet freedom from the daily domestic and society round. And when one gets homesick, Los Angeles with all its modern luxuries of civilization is only an hour or two away!

One lady who has just returned from such a trip with her husband finds the restraint of city life something of a burden, and has amused her friends by turning her garden into a bedroom, without even the tent for a covering. She also does the bulk of her cooking in the garden, too, and is in fact, proving conclusively that the most easily dispensable thing in Los Angeles is a house.

It has been said that "Southern California has nothing but climate;" but once one has lived here and known all the joys that climate entails, all the troubles it smooths away, and how very much it simplifies life, especially for people of limited means, one is apt to brag that climate is indeed everything.

### A HOME IN A TREE.

And the outdoor life makes one healthy, and health means happiness. One family whom I know have a huge oak tree on their lot, which they have most ingeniously fitted up for a living room. They have built a floor in its great branches, roped in a sort of rail to

prevent chairs falling off, and the whole family spends the best part of every day up in that tree. They have chairs, table, sideboard, and electric light up there, and all the family sewing, the family lessons, and many of the family meals, to say nothing of the family visitors, are accounted for up in that old tree. It is the most delightful house to call at imaginable, where one feels like Peter Pan in his tree-top home—and like Peter Pan one feels one never wants to grow up. Nothing keeps one so young in heart and spirit as the out-of-doors, and there can be no better cure for the world-weary than a month or two of life without a house in sunny California.

Indeed, after a time one begins to wonder why we all burden ourselves up with houses as we do. The house is a perpetual burden, crying out for attention, exacting all our time and strength day in and day out.

But every year sees the outdoor life grow in popularity, and all the newer houses take this fact into consideration. Large screened porches form bedrooms, dining-rooms and living-rooms. And the older houses have their porches fully furnished, the family sitting out there most of the time.

The beach houses are the simplest affairs imaginable—and absolutely delightful. Windows, windows everywhere and all made to open and let in the breeze and sunshine on all sides. And every beach resort boasts its row of tent houses—cunning little affairs to pack one's lures and penetrate in, and for the rest one lives on the beach. Many a family lives in some such simple way the whole summer, father going up to town on a "flyer" every morning. That is where Los Angeles has the pull—the beaches so well served with cars that they are all within half an hour of town. So that one can pursue the simple life and all its freedom and charm, and yet not seriously neglect one's affairs in the great business center.

### WITH A TOURING CAR.

One lovely outdoor holiday I recently heard about was rather a luxurious affair—the simple life under distinctly magnificent conditions! Four gay bachelors in a handsome touring automobile, carefully provided with every luxury and a Japanese cook, who had previously been sampled! They first visited a few of the beaches, where they slept at hotels, and then they went inland to the mountains, taking a complete camping outfit on that touring car. The stories of their exploits in fishing and hunting are quite thrilling and now, after six weeks of it, they have reluctantly dragged themselves back to mundane civilization. They went away pale, tired looking men; they have returned bronzed and in the pink of condition.

ALMA WHITAKER.



## Business and Personal Announcements.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business and personal announcements, the nature of and responsibility for which are shown in the notices themselves.]

## Los Angeles Product Equals Best Eastern.

## LOS ANGELES BREWING COMPANY.

On the way to and from Eastlake Park, occupying extensive grounds, in North Main street, the visitor in Los Angeles will find the magnificent brewing plant of the Los Angeles Brewing Company, the artistic and somewhat majestic front of the main building at once commanding the attention of the beholder as a remarkably fine design in modern architecture.

Standing behind the tall sycamore trees, which were planted generations ago, embellished by graceful and well-kept lawns, playing fountains and artistically designed iron fences, rise solid architectural

suburbs and in all of the principal cities and towns of Southern California, in Arizona, in Nevada and in New Mexico. The trade of the company, of course, is not confined to Los Angeles, nor the immediate territory tributary to the city, but by reason of the superior output and the policy of the management to extend its trade through traveling representatives and other approved methods of progress, the products of the corporation have come into active demand throughout a wide extent of the country.

The model establishment which was designed and built along the most approved lines is one of the largest in the great West. The several departments

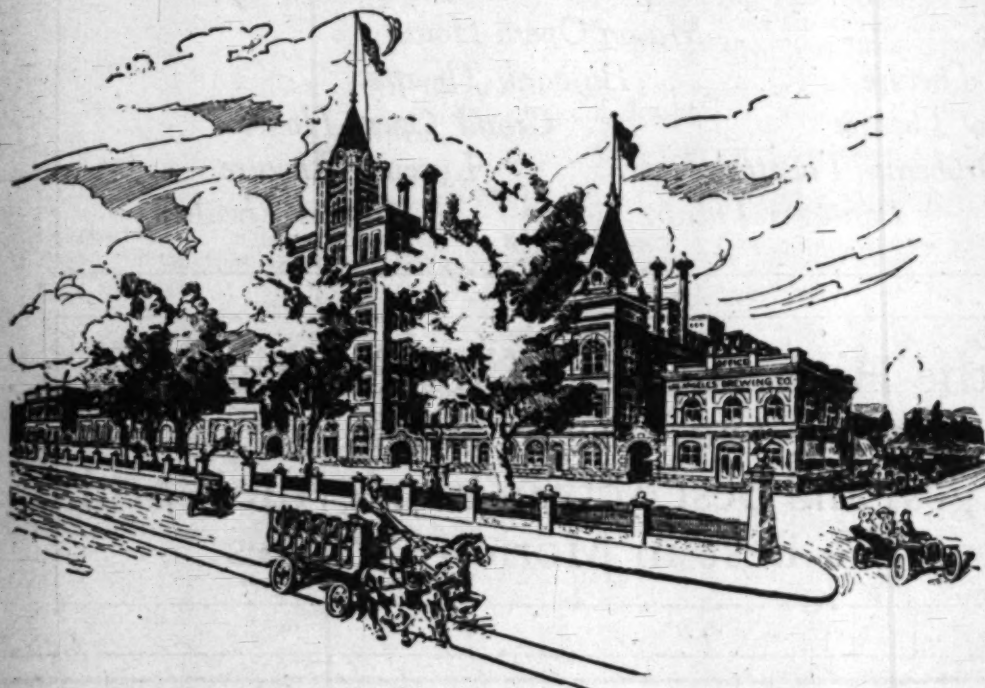
management have introduced the best machinery for the purpose that money or experience could buy or suggest, and these excellent facilities, combined with the possession of the most skilled malsters and labor, result in the production of a beverage equal in every respect to the best eastern beers, and sold at a price which absolutely forbids successful foreign competition.

The company is composed of some of the best business men of the city, who have resided in the community for a long term of years. They were here when the city was little more than a village or a big country town. They had abiding faith in the future greatness of Los Angeles and they invested heavily in the plant, and have provided what is admitted to be the best line of healthy beverage possible to obtain in any city in America. The stockholders have built splendid homes in the city, as have also many of their employees who have been on the pay roll of the corporation for years, men who have been provident and have reared large families. They have taken pardonable pride in the success of the brewery in every department, and in a way they have been instrumental in giving to the city an enterprise of more than ordinary importance and value. Keeping pace with the march of progress the officers have added to the capacity of the plant from year to year until it is now ahead of many competitors, with an established reputation for the production of the highest class of wet goods, all of the business of the company being conducted along strict business lines, with due consideration for the convenience for its large line of patrons, awarding to them consideration oftentimes not granted by other brewing companies. Liberality and the best goods in the market have been the rule of the Los Angeles Brewing Company. At no time will the management permit any inferior goods to leave the plant. As a matter of fact such a thing as poor goods going from the brewery is unknown, for the reason that none but the best beer is produced.

The personnel of the corporation comprises men of marked executive ability, who believe in personal liberty, with due limitations and generous regard for the wishes of others in the community. They do not deny the liberty others would ask for themselves, and as they have built up a large business enterprise in which large capital is invested, a business that has grown to immense size through a long term of years, they point with pride to the fact that where their product is used there is joy and contentment, not only at the cafes and saloons in the business district, but also in many homes of the people in the residential districts, where the Los Angeles Brewing Company beers have been used so extensively.

The establishment of this great industry in the city aside from the reputation founded so solidly for superior goods is a sample of the expansion of home enterprises, a condition brought about through wise management of the officers and directors, and the appreciation of the consuming public of the finest quality of beers that can be had in any great liberty-loving city.

The public is cordially invited to visit the brewery and inspect the several departments. All are welcome at any time.



buildings, in which the "amber fluid" is manufactured and bottled by the most perfect, scientific and practical methods known to the art of brewing.

Produced of the choicest materials with the use of an excellently adapted artesian water fresh from deep wells on the property, the beers of the Los Angeles Brewing Company possess extraordinary nutritious and stimulating qualities, a liquid food, aiding digestion and upbuilding health and strength.

The company is the well-known maker of the famous "East Side" and "Malito" beers, which are sold so extensively throughout Los Angeles, in the

for the preparation and production of the bottled and draught goods are pronounced strictly up to date in perfect sanitary arrangements, while the capacity of the plant is more than ample to meet all demands. No other industry on the East Side begins to compare with this fine brewery establishment in cost, extent and finish of its buildings, or in the extent of its vast output.

The business was established on North Main street among famous trees, because of the excellent wells of water which had made the place widely known in the earlier years. In the conduct of the enterprise the

## THE MATHIE BREWING COMPANY.

So extensive has been the business of the Mathie Brewing Company of Los Angeles during the past year that the corporation has been compelled to enlarge its already large plant which is located at Nos. 1834-1858 North Main street. The enterprise was established in the month of October, 1903, and was built on a large scale in the expectation that it would meet all of the demands of the company for many years to come, but Los Angeles has expanded in population to such an extent that the consumers have multiplied, demanding the Mathie beer and calling for more month after month.

From October 1, 1910 to October, 1911, the Mathie Company sold no less than 50,000 barrels of beer. This increase is beyond the capacity of the plant. They are now compelled to enlarge and will hasten to do so. Already more ground has been secured and plans have been drawn for the new buildings, all of which will be modern in design and strictly up-to-date in sanitary and other features.

The president of the company is Edward Mathie, who was formerly engaged in the brewery business in the State of Wisconsin. The vice-president is R. Wannamaker, who before coming to Los Angeles, was identified with the United States brewery at San Francisco. Both are experienced brewers and as executive officers are without a peer in producing results in popular beverages and in catering to the trade throughout Southern California.

The Mathie Breecing Company makes a specialty of the production of high-grade bottle beers, such as the Red Ribbon, which is recognized as unquestionably a perfect beer for particular people. There is no other beer on the market quite so good and with better staying qualities than the Red Ribbon. It is a pale lager, and a sure and rapid seller.

Another specialty of the company is the Old Dutch Brand, a dark beer, which is pronounced much better than the imported lager, for the reason that long shipment of beer injures it in various ways. If the beer is in bottles the light destroys the albuminoids of the beer. If the beer is in wood it generally gets a pitch taste from being in the keg for months, and when it becomes turbid from an after fermentation. When beer is ripe it should be used. It is a different beverage from whisky, which is nearly all alcohol.

Beer has only about 3 1/2 per cent. alcohol, which comes from natural fermentation. It also contains 38 pounds barley malt; 16 pounds domestic rice; 1 pound of hops to one barrel of beer, thirty-one gallons to the barrel. These are the proportions of the materials used in the manufacture of the Mathie beer.

From the beginning the Mathie Brewing Company has been one of the leaders in the State in the production of beer of a most popular brand. High quality of the output has won for the corporation the constant patronage of many of the best saloons, cafes, hotels, restaurants and family dealers in this and other cities. The choicest Wisconsin malt and Bohemian hops are used by the company, together with the purest of water from our own artesian wells, which, experts say, insures beer of the best quality, with no superior produced in any other part of the country.

The present plant of the Mathie Company covers twenty-two city lots, 40x120 each, and the modern buildings provide 117,000 square feet of floor space. In every building there is installed a full equipment of the most modern machinery and electric drive facilities. More than \$200,000 has been expended in permanent improvements since the incorporation of the company, whose present capital stock is \$150,000.

Among the improvements recently made have been the construction of four additional cellars and a new well, from which is secured daily an unlimited supply of pure water. The company has more than forty glass enameled tanks, with a capacity of 250 barrels of beer each, thirty storage tanks, with a capacity of 220 barrels each, besides twenty-four fermenting tanks. All of the tanks are lined inside with white glass enamel, which is considered the cleanest receptacle in the world for beer.

Aside from the output of standard beer the company also makes a specialty of Mathie's Malt Tonic, which contains a very small per cent. of alcohol, and is prepared especially as a health food. It is rich, mellow and sparkling and of satisfying purity, as a result of having aged for months in porcelain-lined steel casks, which assure absolute cleanliness. Malt, the most nutritious form the grain can be made to assume, and health-giving and nerve-quieting hops, are the sole ingredients of this appetizing tonic.

An expert has said: "The best food and the simplest form of medicine are here so artfully combined, that, while losing the form, they retain the virtues of both. Almost self-assimilating, it makes flesh, red blood and healthy nerve tissue, with no reactionary effects, like ordinary stimulants and tonics. It arouses to action and gives permanent vitality to all natural processes by which nature maintains strength and insures health. This tonic contains, it is urged, all the elements which go to the building of bone, sinew and muscle—to the formation of firm, healthy flesh, good brain matter, and a perfect nerve system."

The territory covered by the Mathie Brewing Company in its splendid industry which has contributed

so largely to the upbuilding of Los Angeles, extends throughout the southwest section of the country, north to Bakersfield and vicinity, and along the north and south coast, into Nevada, and Arizona. The company also ships to the Hawaiian Island, where its products are in constant demand by the natives and foreign population.

The annual pay roll of the company is more than \$100,000, and the volume of business yearly totals \$500,000. Forty horses and four big trucks, besides smaller vehicles, are used in the delivery locally. The delivery system has reached a high state of perfection through the watchful management of the officials.

On an average there are 100 persons in the constant employ of the company, many of them having families and occupying comfortable homes of their own in the community. The earnings of this home company thus go into the regular channels of trade through the large force in their employ. All of the men are loyal to the company and give to the concern their best work, for they realize that with the growth of the business and with the established reputation of the goods of the brewery their positions are assured and the general prosperity of the community is maintained.

Six local and traveling representatives visit the trade regularly to present the advantages of the Mathie products, and to receive orders for supplies. All are made welcome by the dealers for the goods they sell are of the best, good cards for any retailer anywhere.

The management extends a standing invitation to the public to visit the big brewery at any time of the day. All will be gladly shown through the buildings by obliging and courteous attendants.

## NEW CHINA CAFE.

What is recognized at once as the finest oriental restaurant in any city of the country west of the city of Chicago is the New China Cafe, recently opened on South Main street, just below Fifth street, by Tom Kwai Sam, the general manager. It is just what the epicures and after-theater parties of the city have wanted, and it fills the bill to a nicety. It is really one of the newest show places of the community and is attracting large parties day and evening. The New China Cafe has all the glamour of the Orient to a greater degree than any other similar establishment. Every modern innovation known to the culinary art is represented, the cuisine being unsurpassed. Clubs, theater parties and dinner parties are entertained, with the best of the marietas, Mandarin and American style. The chef is Ckong Kim, the former famous chef of the King Charles Hotel, Chicago. Among the specialties are chop suey and China noodles. A big feature of the cafe is the elaborate decorations, which are a delight to the eye. Private booths are provided for guests. The wine list is complete.



# The Los Angeles Theatrical Managers' Relief Association

COMPRISING  
The Following Leading Theatres:

*Majestic Theatre*

*Auditorium Theatre*

*Belasco Theatre*

*Orpheum Theatre*

*Pantages Theatre*

*Mason Opera House*

*Burbank Theatre*

*Grand Opera House*

*Lyceum Theatre*

*Clunes Theatres*

Playing Only the Highest Class of Road Attractions  
Presenting the Best in Stock  
Presenting Largest and Best Acts in Vaudeville World  
Presenting the Best in Motion Pictures

## THOMAS J. MCCAREY.

Veteran promoter of clean sport in boxing. Who in Los Angeles or in the State does not know good natured "Tom" McCarey, the famous boxing promoter and lover of the manly art of self defense? He is one of the best known characters in the sporting fraternity of Los Angeles and has contributed more through his enterprising management to the desires of the men with red blood in their veins than any other one individual in Southern California, and he is still on the job.

Tom McCarey came to Los Angeles for the benefit of his health more than twenty years ago, and he was after a job that would keep him out in the open. He got it. This is the way the story goes about his first efforts in the city. He had been in the city but a few days when he got busy looking for a position. He found a man he knew and made his application. "I don't see anything for you, Tom," was his first shock. "There isn't a thing you can do that I know of. There's a laundry route you might get, but, of course, that wouldn't suit."

"Wouldn't suit? Why not?" McCarey exclaimed. "Just give it to me and see."

The very next day Thomas Jefferson McCarey went to work on the route and he made good, although his personal acquaintance was limited. He built up a big trade and made a lot of money. But he had to quit the job on account of his failing health.

With the money he had saved he jumped into the boxing game, and with a number of associates leased the old Hazard Pavilion, now the site of the Temple Auditorium, and while the building stood, Tom, through his energetic management, made it a noted resort for stunning bouts. The chief attraction in the early days was Jim Jeffries.

The Temple Baptists wanted the site of the Hazard building, and although he had a lease to run ten months longer, Uncle Tom gave way and built the Naud Junction Pavilion, in the industrial district. He then became monarch of the business in the city and continued to rule the ring until Jim Jeffries opened the Vernon arena, which went down to failure. The McCarey competition was too strong, and later Uncle Tom became the owner and ruler of the Vernon resort, where now all of the bouts allowed by the revised California law and the local ordinances are witnessed from time to time.

To name all of the prominent lightweights, featherweights and heavyweights Uncle Tom has presented to the sporting fraternity of Los Angeles will fill more space than is available in this story. Suffice it to say that McCarey has given the local sports some of the best exhibitions pulled off in any city of the country.

In an interview McCarey recently said: "This boxing business is just the same fundamentally as any other. Nothing succeeds unless you are honest. Now most fighting boys who have grown up without education other than the world's hard knocks have given them are naturally inclined to go wrong when a chance presents itself to make a lot of money by a crooked act. The tempter is ever present in the shape of some rich gambler and only by watching all the time can he be foiled of cheating the public through his poor tool. I watch the fighter and his associates, and the least suspicious action is enough for me to interfere and spoil what they call a "frame-up."

For over a year McCarey has been devoting most of his time to the handling of amateur boxers. Since

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Stuff

LARGEST THEATRE STAGE OUTFITTERS IN AMERICA  
SCENERY  
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of experts.

them pointers and putting them in the way of making good with rivals in their class, and while he is doing this he is affording at times high-class fistic entertainments for the boys all the way down the line.

There has never been any crooked work in pulling off contests in Los Angeles with Uncle Tom in charge. He has established a reputation for square dealing, and rather than fool his friends, his patrons, he would not hesitate to call everything off.

Mr. McCarey, who is a man of fine education and a close reader of current events, occupies a fine home in the popular southwest section of the city, where he has an interesting family. He numbers his business and personal friends by the score, and when he is downtown at his office or on the streets he is generally surrounded by a coterie of sports who enjoy his genial ways and occasionally acquire valued information about the fistic game in this and other sections of the country.

## MOODY PIE COMPANY.

One of the most flourishing of the permanent industrial institutions of Los Angeles is the Moody Pie Company, whose modern plant is at Nos. 742-746 and 748 Turner street. This company has a two-story building, 100 by 145 feet, in which is installed one of the most complete pie-making-machinery outfits on the Coast.

There are twenty-five people employed at the plant and ten salesmen visit the trade in the city and suburbs. The baking of all kinds of toothsome pies from the best of materials and the canning of fruits is the business of this company.

William Moody, head of the firm and founder of the enterprise, established the business twenty years ago and has moved into larger quarters four times in that period. He came to California thirty-three years ago from Chicago where he was interested in the Moody & Waters Pie Bakery. He established one of the first department stores in Los Angeles on the corner of First and Spring streets.

All cooking by this company is done in specially built steam ovens. The pies are baked in white tile rotating ovens which are said to be the only ones in the State.

## SIMON MAIER.

Simon Maier, who has been a resident of Los Angeles for more than twenty-five years, has been so long prominently identified with the wholesale and retail meat business that just to mention his name is to recall his connection with the meat trade. He established one of the largest packing-houses in the Southwest and is now engaged in conducting a wholesale and family meat market at No. 149-153 North Spring street.

This market is well stocked with the highest class of table supplies. He is warmly greeted at his new place of business, which he has made quite attractive. Maier not only carries a full line of the choicest fresh and smoked meats for the family trade, but he also gives special attention to fresh fruits and vegetables and always makes an exceptionally fine display of these commodities. He has in his employ a courteous force of salesmen who give the public the best of attention and full value for their money.

## W. O. HUSE COMPANY.

As an investment proposition, aside from the immediate benefits to be derived from personal occupation and development, nothing offers better return than the fertile farm and ranch lands in Southern and Central California. W. O. Huse Co., general brokers and subdividers with central offices at 338 South Hill street, make a specialty of high-class farm lands, and they have also recently added a department of subdivisions for the handling of small tracts of alfalfa and fruit lands, departments of exchanges, investments, city homes, apartment-houses and suburban property. The members of the company are among the most experienced realty operators in the State with reference to actual values, and have an established reputation for probity and liberality in dealing with the public. The company has hosts of old and new friends in all parts of the State, and is well and favorably known in many of the big eastern cities, where it has had dealings with the public. You will be welcome at the company offices on South Hill street and the local offices at Madera. Special attention given to San Joaquin Valley lands.



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8:00 P.M.—"THE LARK"—Via Coast Line. Electric Lighted, Drawing-Room, Compartment Sleeping cars, Observation Buffet Club and Library car. Diner for Breakfast. Arrive San Francisco 9:30 A.M.

ALL EXCLUSIVELY FIRST CLASS

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Some by night, some by day, some by Coast Line and some by the Valley Line, furnish the best of service for both first-class and tourist travel.

SEE AGENTS

# Southern Pacific

LOS ANGELES OFFICES

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# HOW ABOUT SUCCESS?

ARE YOU ENJOYING IT? *Here Is the Story of a Man Who Succeeded:*

Less than two years ago a young man working for day wages saw the wonderful possibilities of building development in Los Angeles, resigned his position, and with nothing but ambition and the love of hard work as capital, ventured into the business on his own account. He began in a very small way, taking contracts for the construction of cheap bungalows, doing all the carpenter labor with the help of one man, and spending his evenings over a drafting board studying architecture. After a few months he was able to buy a lot on payments, borrow the money to build and put up the first of the 46 houses that he has built and sold.

Gradually more men were employed, and at the end of the first year he was able to open a small office and give all his time to the clerical work and superintendence. Soon increasing business demanded a draftsman, then a stenographer, then larger office quarters, and five months ago he moved into offices in the Union Trust Building, where the original space has twice been increased.

This is just an account of a young man getting a start; of the hardships of those two years it is unnecessary to speak, we know there were many of them, but the pioneering has been done, those days of worry over the whereabouts of the weekly payroll are past, and the future outlook is very optimistic.

# The Associated Investment Company

was organized to continue the building operations of R. C. Cummins. It is capitalized at \$75,000. Par value of shares, \$100.00. You will decide after full investigation that a share of Associated Investment Stock is the best Christmas present you can give.

Has just completed its organization, but has two bungalows under construction, both of which will be ready for the market by January 1st. We expect to get four more started before that time.

STOCK WILL BE SOLD AT PAR FOR \$100.00 CASH.  
ONLY 50 SHARES WILL BE SOLD DURING JANUARY.  
THIS ADVERTISEMENT WILL NOT APPEAR AGAIN.

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1. The men at the head of this company are practical builders, who have successfully worked up from the bottom and who know every detail of the business.
2. Every share of stock sold means \$100.00 paid into the treasury. No commissions are paid to sell stock.
3. No salaries are paid to officers.

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Los Angeles, Cal.

Gentlemen: Please send me further particulars of the work of your company.

Name .....

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All other information such as a discussion of building profits, prospective dividends and detailed plans of future operations, will be taken up by letter or a personal interview.

Didn't you ever think you would like to get in on the ground floor? Here is an opportunity that will not last. Investigate it as you would any other purchase, but do not delay. Send for further details today.

R. C. CUMMINS, President and General Manager

F. G. FIERCE, Secretary and Building Superintendent



# Electric Automobiles for Work or Play

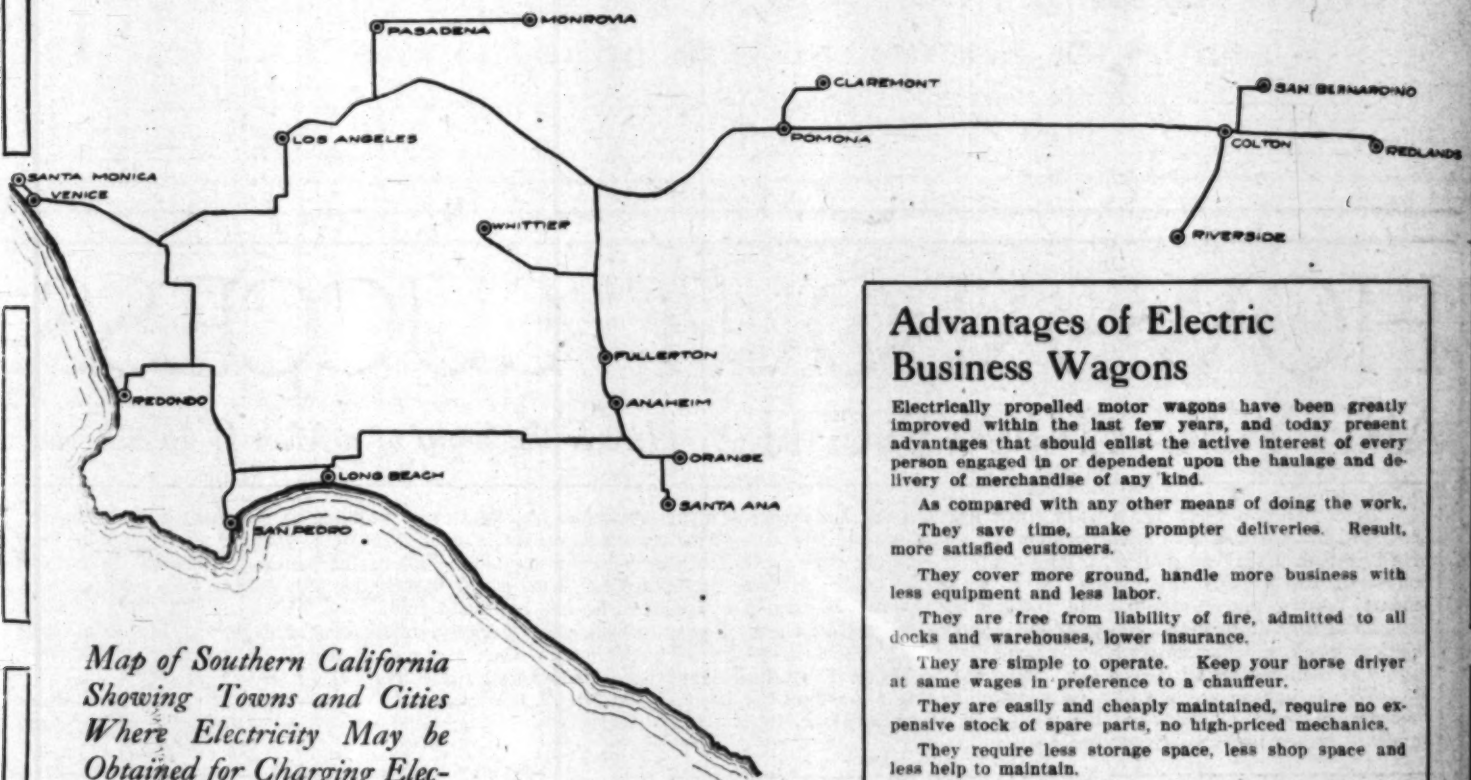
## The Professional Vehicle

The physicians' runabout or phaeton.  
The hospital ambulance.

They must always be ready for instant service, and they must be dependable on the road. The electric is always ready, and how quickly one can get under way with it. No cranking, no failure to start. A simple movement of the arm, and the car noiselessly glides forward, slowly and comfortably at first, then as swiftly as the law allows.

## Electric Pleasure Vehicles

Many people are unaware of the great strides made by the Electric Motor Car in recent years. They do not realize how far and how fast a good electric will travel. They know it is cleaner, safer and more convenient, less expensive to maintain and easier to drive, than any other type of car; but they are also prone to imagine that these advantages in an electric are enjoyed at the expense of speed and mileage. This is a mistake. As a matter of fact, and of experience as well, the Electric meets every need of the average motorist. It does everything that a gas car is called upon to do except touring. Through numerous improvements, the mileage of the Electric has been increased year by year. It is now possible to obtain batteries, the efficiency of which seems practically limitless. The mileage at a charge reaches an amount to satisfy any requirements for a day of work or pleasure.



*Map of Southern California  
Showing Towns and Cities  
Where Electricity May be  
Obtained for Charging Elec-  
tric Automobiles.*

## Advantages of Electric Business Wagons

Electrically propelled motor wagons have been greatly improved within the last few years, and today present advantages that should enlist the active interest of every person engaged in or dependent upon the haulage and delivery of merchandise of any kind.

As compared with any other means of doing the work. They save time, make prompter deliveries. Result, more satisfied customers.

They cover more ground, handle more business with less equipment and less labor.

They are free from liability of fire, admitted to all docks and warehouses, lower insurance.

They are simple to operate. Keep your horse driver at same wages in preference to a chauffeur.

They are easily and cheaply maintained, require no expensive stock of spare parts, no high-priced mechanics.

They require less storage space, less shop space and less help to maintain.

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Los Angeles Electric Vehicle Co.

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Elmore Motor Car Co.

Lord Motor Car Co.

H. O. Harrison Co.

Rauch & Lang Electric Auto Co.

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Annual Midwinter Number, VI.

# Los Angeles Daily Times

PART VI: 32 PAGES.

JANUARY 1, 1912.

PRICE 10 CENTS.

*Many Achievements.*





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## Developing the Country—The Year's Greatest Achievement.

### IN SAN FERNANDO VALLEY.

**T**RANSFORMATION from a vast wheat field to a thriving center of villages and suburban homes, many miles of magnificent boulevards, reached by steam and electric transportation lines, served by business and mercantile concerns that would do credit to a community twenty years old, all accomplished in one year—this has made the development of the Van Nuys and Lankershim ranches, in the fruitful San Fernando Valley, an achievement without parallel.

Formerly California was a land of big ranches. The Spaniard held it from San Diego northward in individual grants that permitted him to travel for days without crossing his boundaries. The transition from the Spanish grant and isolation to the American small farm or suburban residence district was not direct. The American also had his period of big holdings. But that the great Van Nuys and Lankershim ranches, within four and one-half miles of the city limits, should remain a grain field until recently was perhaps due to the fact that it was a profitable farming proposition.

Spectacular is the word for the manner in which these great ranches have been changed from their previous condition to that of a populous suburb of Los Angeles; from a little-known country to a delightful and modern suburban residence district sixty minutes from Broadway. It is a remarkable, yes a phenomenal performance—still going on, of course, and the story of which should be swiftly told to keep pace with the sequence of its events. The whole achievement is expressed in large terms—acres in the thousands—and dollars in the millions.

The lands comprise practically the south half of the San Fernando Valley, a stretch of almost level country, framed in low hills, fifteen miles long and six miles wide, reached from Los Angeles through the picturesque Cahuenga Pass just out of beautiful Hollywood. This remarkable subdivision of real estate originally included the Sheep, Kester, West, Home, Patton and Workman ranches and other acreage making a total of 47,500 acres. The purchase marked its passing as a great grain ranch farmed under one ownership, although the purchasing syndicate and its tenants realized approximately \$300,000 from crops harvested during the past year. Five original purchasers were joined subsequently by twenty-five other substantial men of affairs, each of whom thereby acquired the right to become the owner of a subdivision and to participate in the profits realized from the ultimate sale of the entire tract. There are now between 900 and 1000 land-owners interested in the property.

### THREE TOWNSITES, FIVE RAIL LINES.

Big plans were formed and put into execution for the improvement and development of the great tract. Three townsites were laid out: Van Nuys, Marian and Owensmouth. Two electric roads were projected by the board, the most important one being an extension of the Pacific Electric from Hollywood to Van Nuys, which was completed and placed in operation December 15. The second line runs from Van Nuys to Owens-

mouth, a distance of ten miles, the rails of which have been laid and are being used in the transportation of materials for the building of boulevards. The third line is being built from a point near Van Nuys to San Fernando Mission. A fourth line is to be built from Van Nuys to San Fernando. It is expected that the three last named will be in operation by March 1. The Southern Pacific Railroad also serves the entire tract and together with the four electric lines named makes five transportation lines centering in the town of Van Nuys.

The system of boulevards and highways is the best that could be devised. It includes the construction of approximately 100 miles of boulevards and roads which, when contemplated connections are made, will link Los Angeles not only with the towns in the tract but also with Chatsworth Park, the Aqueduct, Calabasas, and the proposed Coast State highway. The fifteen-mile boulevard has no equal when it is considered that it passes through a suburban territory and is longer than any similar road built in this or any other country. This boulevard parallels the electric road and has numerous lateral roads and connecting streets, and is connected with the county road by way of Lankershim, and with the Ventura road. The main boulevard is 170 feet wide from the eastern boundary of the tract to the north limits of Van Nuys. In the center is a fifty-foot right of way for the electric railroad. On one side is a 30-foot pure asphalt highway, exclusively for automobiles. On the other side is a 30-foot rock and asphalt roadway for general traffic. Thirty feet on each side is set apart for trees, shrubbery, roses and sidewalks. This five-mile stretch of highway is complete. Work on the remaining ten miles to Owensmouth is well advanced and will be completed within the next few months. It is similar to the first named except that the railroad right of way is 36 feet wide and the two roads for vehicular traffic are each 27 feet wide. The entire boulevard is lined with cement curbs. The contract for the paving of this highway exceeds \$500,000 and is said by officials of the Barber Asphalt Company to be the largest ever let by private individuals. The original contract provided for the construction of fifty-two miles of cement curb and called for over 500,000 square yards of asphaltic pavement.

### TOWN OF VAN NUYS.

Following the starting of the 15-mile boulevard and the beginning of the electric road construction, interest centered in the town of Van Nuys, which was started with an auction sale of lots February 22, 1911, handled by W. P. Whitsett, who has since sold between 600 and 700 of the 1700 lots of various sizes into which the townsite was divided, for an aggregate of nearly \$500,000. Buyers were uniformly men well versed in Southern California values. The town already has a population of 550 and twenty-six mercantile establishments, including a bank and a newspaper office, housed in buildings of white glazed brick, which is a feature of the construction of the business portion.

The town is far advanced in construction of sidewalks and macadamized streets. Ample water supply for a population of 10,000 has been secured and piped

to the residences and business structures already built and building, and a telephone system with local exchange connected with Los Angeles is being installed, the trunk lines of which will be extended to serve the entire tract. The Southern Pacific and the land company jointly built at Van Nuys a white glazed brick station which cost \$7500, and a fireproof tile depot costing over \$5000. The Pacific Electric has erected car barns and has plans for a station that will compare with the Espee structure. Two other townsites have been laid out, Marian and Owensmouth.

In the main tract ample water supply for domestic purposes for a population of 30,000 has been secured from wells and distributed by a steel pipe line paralleling the main boulevard.

Despite the absence of electric road facilities previous to December 16 settlers flocked into the valley and several hundred homes have been built, ranging from the humble bungalow to the last word in modern residence construction, occupying tracts of land ranging from town lots to half sections.

### SOIL AND PRODUCTS.

While the sale of land and the development of towns and transportation facilities have been steadily pushed with all of the zeal and skill consistent with competent management the present earning value of the acreage has been carefully considered. The remarkable feature of the soil of this fruitful valley is its adaptability for the highly profitable growth of deciduous fruits, nuts, garden truck and ground crops without irrigation. This is apparent to the most casual observer in the growth of the orchards, field crops and the shrubbery lining the main boulevard all grown without water other than natural rainfall. Twenty-two cars of shrubbery and fruit trees were shipped in and planted last spring. This condition was early recognized by the American Beet Sugar Company, who are ever on the alert for acreage to supply their immense plant at Oxnard. Following experimental planting last year the company has contracted for approximately 9000 acres for sugar beets and big caterpillar tractors are now working day and night shifts preparing what will be the largest single beet field ever planted in the world.

Typical of the thoroughness with which improvements have been made for this tract is the construction of the boulevard and of the electric railroad from Hollywood to Van Nuys. The boulevard is paved with rock and genuine asphalt and is not to be compared with ordinary oiled roads or macadamized streets for durability.

The Pacific Electric extension to Van Nuys is one of the most picturesque trolley lines of the system. The cost from the south end of Cahuenga Pass to Van Nuys exceeds \$600,000. Heavy rock cuts and fills required the removal of over 500,000 cubic yards of rock. It was necessary to move and reconstruct a long portion of the county good roads. The overhead construction is of the catenary type, being the most adaptable to high speed, which item alone cost \$4000 a mile extra. The road is double tracked with the exception of a short portion, rock ballasted, laid with 73-pound rails, and equipped with block signals.

JOHN M. STEELE.

## What Can a Poor Man Do in Southern California?

### GETTING A START.

**A** FEW days ago a man about 40 years of age, whose apparel and general appearance proclaimed his favorite beverage, staggered out of a saloon on North Main street. His coat was torn and faded; he wore a hat that probably had belonged to his great grandfather; his pale blue eyes were bloodshot; and his sneering countenance was streaked with dirt.

This man was very wise and he deemed it his duty to impart a portion of his wisdom to others. Stepping cautiously up to another member of the Do Nothing Society, he confided to him many things which the average citizen of Los Angeles does not know. He had only been in this city a few weeks, he told his new-found associate, but he had been here long enough to know that he did not like the town. Everybody here was mean and selfish, everyone looking for the dollar, no one had time to stop and be sociable, a fellow couldn't get a bite to eat if he was starving. The whole town was not worth a mushroom, he said. Some one ought to blow it off the map. What could a poor man do here, he wanted to know. Things were different where he came from, back East.

It is a safe bet that this same man had applied the same remarks to Philadelphia, New York, Boston, Atlanta, Ga., Portland, Me., and Skagway, Alaska. If, in the nomadic career, he had ever favored the people of these cities with his benign presence. Men of this type may be found everywhere, but when they are discovered they are not allowed to remain anywhere. They are always poor because they never work. They never speaking a good word for anything or anybody. They do not even respect themselves. These are the men who are forever harping about the rich man's greed and oppression. They never succeed, because they neglect all duties and responsibilities and attempt to lay the blame for their own idleness and intemperance at the feet of those whose health and comfort are the just recompense of helpful service to society.

If the man alluded to had remained sober and kept his eyes open for one week he could not have avoided the conclusion that Los Angeles is one of the queen cities of the world and that Southern California is a rich field where a harvest of golden opportunities may be garnered by willing workers. A part of this great harvest already has been gathered, but the man who comes to Southern California today has

a far better chance to make himself independent than any gold seeker of the 49's had. The yellow metal taken from the earth in the early days was only a symbol of the greater wealth which was destined to be accumulated from a thousand sources by the ever progressive people of this section of beautiful California.

During the Christmas holidays of 1910 a young man came to Los Angeles from the East, having been advised, for the sake of his health, to leave the cold climate of his home city and to come to Southern California, where one would hardly know when winter comes unless he should consult the calendar. When he arrived in the city he had only a few dollars in his purse. He began to look for employment and the first work he found to do was that of distributing a few thousand advertising circulars throughout the city. The work only lasted three days, and he received only \$3 a day, but the work was honorable and it was better than doing nothing. While he was at work he witnessed an automobile accident in a sparsely populated part of the city. He got together all the facts of the accident, wrote the story and hurried with it to one of the daily papers. The article pleased the city editor, who gave the young fellow a trial as a reporter. He made good. He is not yet an editor, but he is receiving good wages for work that is at once pleasant and educating.

Another man, J. M. Worton, who came to Los Angeles several years ago with only \$200, bought a horse and wagon, started a relish route and sold milk, butter, eggs, pickles and jellies to the people of the West Adams district.

He was honest and frugal and at the end of two years he had saved a neat sum of money. He sold his relish route and he and Mrs. Worton went on a prospecting trip into the mountains. They staked out a claim which afterward proved to be a very valuable property and today the happy young couple are the owners of one of the most beautiful homes in Los Angeles, or in Southern California, and they have a tidy sum laid away in the bank for a rainy day.

Then there are the ranches of Southern California, to which people from the East and even from the cities of this State are flocking by thousands. If a man has enough money to buy a very small tract of land in one of the rich valleys of the South he is indeed lucky.

If a man desires to follow ranch work and is not able to buy a place of his own he can easily secure employment on a ranch at good wages until he is in a position to purchase a piece of land. If he is a farmer from the East, the experience he will gain in the methods of

western farming, while working and saving money to buy land in the southwest, will be invaluable to him when he comes to own a ranch of his own.

Poultry raising is another industry in which hundreds of men and women earn a splendid livelihood in the South. The conditions here seem peculiarly favorable to the successful raising of the finest breeds of fowl. Thousands of dollars are made annually in this industry. To begin the poultry business, one need not be a millionaire. A hundred chickens and an acre of ground are sufficient. The keeping of poultry requires time and attention, but the remuneration is sure.

Of course Los Angeles is not all of Southern California, but it is a big and very good part of it and the great city throbs with life, pulses with promise, teems and swarms with brilliant opportunities from the purple mountains on the north and east to where the sun kisses day good-by, and twilight falls caressingly upon the blue Pacific. The climate and the scenery of Southern California foster the spirit of progress and sow the seeds of high ambitions in the hearts of men. Not long ago two men, who formerly had lived in the same little town in the East, met on Broadway in Los Angeles.

"Do you remember, Jack," asked one of the men, laughingly, "the time back home, before you were old enough to vote, when you told me it was your ambition in life to become the Governor of our old home State? I suppose all those ambitions are dead by this time. Those dreams have all faded, eh, Jack?"

"Well, not by a long shot," replied the other. "My ambitions have rather grown bigger. My dreams are more extravagant. I expect to be Mayor of Los Angeles one of these days." This goes to show that if a man is not fitted by nature, or by cultivated inclination, for any useful work he can at least get into politics.

There are the oranges to be picked, and the great walnut groves in which hundreds of men are employed every year. The factories, too, and the railroad shops supply employment for thousands of men and women. Liberal wages are paid in every branch of work in Southern California.

What can a poor man do in Southern California? Anything he wants to do. No matter how poor he may be, if he comes with health and strength, determined to make the best of that which he has, he will soon have the best of everything that the country produces—and that means the best of everything in the world.

J. M. WARNACK.



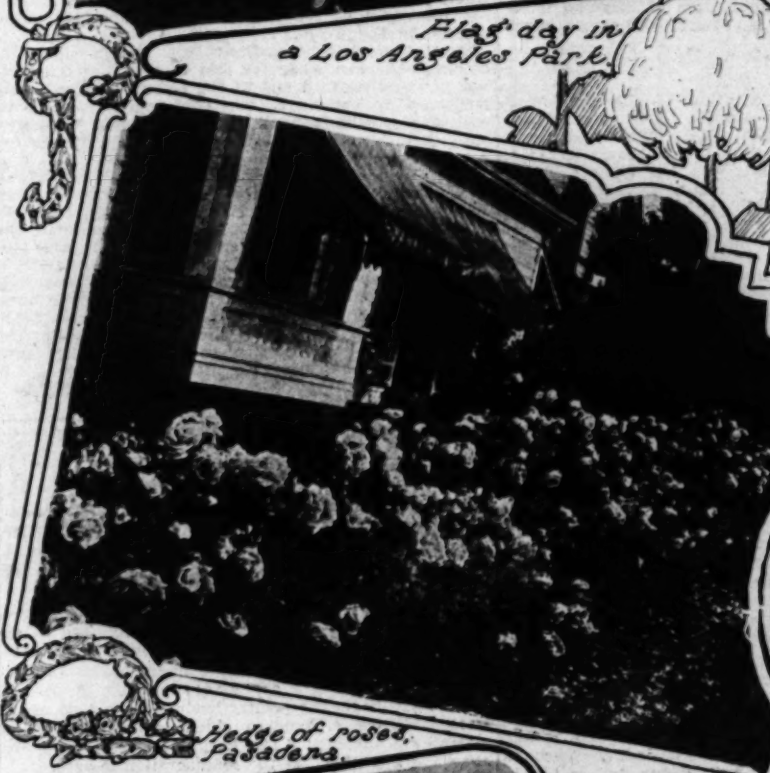
# FLORAL SPECTACLES in the LAND of SUNSHINE



Flag day in  
a Los Angeles Park.



Chinese  
Wistaria.



Hedge of roses,  
Pasadena.



A bowl of  
Riverside roses.



Plum blossoms,  
Santa Clara Valley.



Battle  
of  
flowers,  
Santa Barbara Floral parade.





Los Angeles' New Central Park



## Cowboy and Ranch Life Two Hours from Los Angeles.

### ON THE COUNTY BORDER.

It is hard to realize that within a few miles of Los Angeles, the metropolis of Southern California, one can live amid surroundings typical of the wildest West. Yet such is the case.

Two hours by automobile from the City of the Angels, on the border of Ventura and Los Angeles counties, is Armaga ranch, owned by Monsieur P. Agoure, a Frenchman. This magnificent property comprises some 15,900 acres, where sheep, cattle, horses, pigs, hay and grain are raised in vast quantities.

Armaga is not a show place, but a typical example of what grit and perseverance can do in this land of plenty and perpetual summer.

A few years ago Monsieur Agoure worked in Los Angeles at a wage of \$20 per month. Today he not only owns Armaga, on which are 2000 sheep, 1000 head of cattle, sixty horses and several herds of swine, but valuable property in the business section of Los Angeles. All this has been made by industry and thrift.

Annually 1000 tons of hay are cut at Armaga, 5000 sacks of wheat harvested, each sack containing 115 pounds of grain, and forty sacks of wool clipped, each of 350 pounds.

### MONSIEUR AGOURE.

Rough in appearance, though thoroughly in keeping with his surroundings, Monsieur Agoure commands instant respect. With his curly white locks, ruddy complexion and genial countenance, he closely resembles the late Mark Twain.

"Dad," as he is called, laid the foundation of his wealth in sheep. His one great boast is that in his earlier days he used to mend his clothes with wire. Dame Fortune smiled upon this genial Frenchman. In a few years he had saved enough money to purchase a tract of land near Ventura. Feeling lonely and with a goodly sum in the bank, he looked around for a helpmate. Not finding one near home, "Dad" courted a Scotch girl living on a ranch some forty miles from his own place. He won the heart of this damsel. Ever since his marriage prosperity has followed in his wake. Today he is counted as one of Southern California's millionaire ranchmen.

Armaga ranch is situated some eight miles from Calabasas on the county road leading to San Francisco. Its undulating hills, grassy slopes, rich valleys and springs of water, the whole surrounded by the rugged peaks of the coast range, makes a picture that is not easily forgotten. Giant California live oaks and black evergreen oaks of enormous size dot the ranch as far as the eye can see.

With the aid of his only son, Lester, a few Mexicans and Basques from the Pyrenees, this grand old man has transformed a barren waste into a veritable paradise.

When one realizes that some forty miles of wire fencing has been put up, entailing the cutting and hauling of thousands of posts; gates, corrals and immense barns and farm houses erected, it can readily be seen how enormous the task has been in converting this land into a paying proposition.

All surplus stock is shipped direct to the great packing-houses of Los Angeles, to help feed our ever-increasing population. The stock is Durham and Hereford mixed, which varieties have proved highly popular on account of their adaptability to the climatic conditions so prevalent in this land of perpetual sunshine.

During my brief stay at Armaga, six different types of people were represented among the workers. The cook was a Basque, the cowboys were Mexicans and French, there were English, Irish and a Norwegian. The scene depicted during the rounding up of the cattle and the subsequent branding, beggared anything that Buffalo Bill's Wild West can offer.

Collars and boiled shirts were considered effeminate, and unless a man can adapt himself to the new mode of living, he had better stay away. The language of a ranch, though quite intelligible, can hardly be compared to that of the boudoir. But it is picturesque and very much to the point.

### COMPARED WITH IOWA.

WHEN ONE LEARNS TO KNOW CALIFORNIA HE NEVER WANTS TO GO BACK EAST.

[Sacramento Valley Monthly:] "I formerly lived in Western Iowa," said Mr. T. C. Southam, of Princeton. "We finally tired of the short growing season and the hard winters and decided to look about for a more attractive and more profitable location. With two others I started out to investigate conditions elsewhere, all three of us being practical farmers. In March, 1904, we reached the Pacific Coast. I went back home, sold off everything I had there, and now all three of us have farms near Princeton. We have found it to be true that the man who once learns to know California will not want to return to the East. All of us have prospered here. I paid \$90 an acre for my land. It is now worth fully \$300 an acre and is more than likely to be worth \$500 an acre within a reasonably short time."

"My winter garden contains peas, beets, radishes, turnips, onions, lettuce, cabbage and a few other things," said Mr. Southam. "These things grow steadily all winter. Peas ought to be planted late in September, though I have had them do well when planted in October. They ripen early in March. I have had green corn, watermelons, radishes and onions that grew in my own garden, on my table for Thanksgiving dinner. When we picked them fresh we thought of how things were all frozen up back East and we realized how fortunate we were to live in such a climate. One of my neighbors picked green corn in his garden on Christmas Day. With a little care the limit for various garden crops could be extended almost indefinitely. At one season or another we have practically everything in our garden and the things that are missing would grow if we planted them. It is an easy matter to have green stuff all the year."

### IN THE CORRAL.

After the cattle had been rounded up, the animals were sorted according to grade. The cows, bulls, steers and young calves were driven into separate pens, through a narrow chute, to await the arrival of the outfit whose duty it was to brand them.

Before sunrise on the morning of the branding, cowboys, mounted on well-trained steeds, entered the main corral armed with ropes and lariats. The cattle were then driven in according to grade. The men worked in pairs, one roped the head, the other the hindquarters.

Lariat-throwing requires a quick eye, a supple wrist and a strong arm. Frequently a young bull showed fight and resented being caught by chasing the branders or butting the horses. Whenever this occurred, the cowboys gave vent to their feelings by weird shouts and cat-calls.

Once on the ground the bull was kept rigid by means of taut ropes. Its tail was held firmly between its legs, which prevented it from struggling. The branding irons, after being heated to a dull red, were handed to the foreman and applied to that particular spot designated by the proprietor. At Armaga, branding is all done on the left hindquarters. In addition, the left ear is cut.

The wounds were dressed with sheep dip. After the calves had been branded they were driven into a pen where they were fed and watered for several days. During this period of confinement the cattle were inspected very carefully to guard against any of their wounds becoming fly-blown. They were then driven out to care for themselves on the mountain slopes.

The branding irons were cleaned by dipping them in tallow. By this means all hair and particles of skin were instantly removed, before the irons were used on another animal.

Not once during the two days that branding was in operation was a single horseman unseated, so expert were they in the art of lariat throwing. Saddles were torn and in some instances completely turned over, but the riders refused to budge and clung to their mounts as tenaciously as the proverbial limpet to a rock.

The whole operation of branding, cutting of the ear and unsexing did not consume more than one minute. By dusk, 135 head of cattle had been branded.

The mother cows, having been branded on a previous occasion, sympathized with their offspring, by keeping up an incessant bellowing, to which the calves replied in even more vigorous tones. Added to this, the shouts of the cowboys, the neighing of horses and the sizzling of the branding irons, gave one a vivid impression of what Bedlam let loose must be like.

### THE MESSHOUSE.

In a long, low room just off the cookhouse, was the messhouse. This was open to the four winds. The long, narrow table was covered with oilcloth, around which rude benches were placed. At one end of this room was a huge meat safe filled with chunks of salt beef, pork and lard. The dishes and tableware were of the coarsest kind. The former had once been of enamel, but were so worn that in many instances the cook, who likewise officiates as the ranch blacksmith, had carefully plugged the holes with copper rivets. The food was served in huge bowls, and though wholesome, appeared decidedly unappetizing to a tenderfoot like myself. But after a hard day's work in the saddle in the glorious sunshine of Southern California one can eat and enjoy almost anything.

Armaga can boast of some excellent talent. Du Trey, the head branding-iron heater, possesses a fine baritone voice. He sings grand opera and classical pieces with such fervor that chinaware has been known to rattle on the shelves with the vibration. Du Trey has had several tempting offers to appear on the stage. But he has declined these, as he prefers to wrap himself up in his blanket and sleep on a packing case beside his lowly burro, under the starlit skies of the Southland, rather than seek the glamour of the footlights. It is Du Trey's boast that not once in ten years has he slept in a house.

Around the table after supper when pipes and cigars have been produced, it is then that the tenderfoot hears

tales of cattle stealers, mountain lions and feats of daring. If he is wise, he will take everything he hears with a pinch of salt and not emulate a certain tenderfoot who went snipe shooting at night by the aid of a lantern.

### THE BUNKHOUSE.

Accommodations are sparse on most ranches, so the one is forced to "double up." I shared a bunk with a Mexican cowboy and enjoyed the experience. Ranch hands usually sleep in their clothes, discarding only their boots, as they do not care to be bothered with the extra burden of having to wash sheets and pillow slips.

Wash basins there were none, so everybody repaired to the pump, where ablutions were performed in the chilly hours before sunrise.

At Armaga sheep-shearing is all done by Spanish Fred Chavez, who is an expert lariat thrower, holds a record for hand-shearing twenty sheep in one hour. Lester Agoure, only son of the proprietor, is an expert horseman and typical western cowboy. What with plowing, sowing, harvesting, repairing fences and attending to the cattle, ranch hands are kept very busy. During the rainy season, mudholes have to be visited and cattle hauled out, if any should be found in such a predicament.

Somelle, the shepherd, lives in the mountains and keeps off coyotes and mountain lions. He is a picturesque-looking fellow and wedded to his work.

Under a huge live oak tree Napoleon, the stallion, has his quarters. With head erect and long, black, flowing mane and tail, he bears his name proudly. Napoleon weighs 1035 pounds, and looks every inch his weight. He is descended from the famous Shire breed of horses, which have been imported into Southern California's great numbers.

The return trip to Los Angeles was one of intense interest, both from a scenic and educational standpoint. The route was via Liberty Grade to Calabasas. When the automobile reached the summit the sun was just setting. The distant Sierras were of a dark indigo and crowned with a halo of salmon-pink clouds. Below, as far as the eye could reach, was the fertile valley of the Fernando, dotted generously with fruit and nut orchards, cattle ranches and immense storage barns, filled to overflowing with bales of hay, alfalfa and sacks of grain.

Calabasas, eight miles from Armaga, is the post center for this district. Nestling at the foot of Liberty Grade, with its pretty schoolhouse, store and Hamlet Inn and whitewashed postoffice, it lends a touch of civilization to the neighborhood. At Encina, which in Spanish means an oak tree, is a well. Here automobile parties stop to rest and take on water. Further on is an old sheep ranch, now given over exclusively to the growing of grain. Its immense barns and corrals and general air of activity, impress one with the fertility of the soil in this luxuriant valley.

By the time Calhoun Pass is reached, darkness has settled upon the land. Only the droning and chirping of innumerable insects break the silence of a true California night. The air is heavy with the scent of sage and thyme and intensely exhilarating. Near the old roadhouse, halfway down the grade, the lights of Hollywood are seen mingling with those of Calhoun and Los Angeles.

Soon the car is speeding over the magnificent asphalt roads, which for miles traverse the suburban districts surrounding the metropolis of Southern California.

After roughing it on a ranch for several days and having seen a newspaper during all that time, it is strange to feel part and parcel of the vast through which crowded the downtown streets of Los Angeles. The blaze of lights, the clanging of street car bells and shouts and whistles of patrolmen guarding the crossings made one realize that the farmer is just as dependent upon the city for his supplies and amusements as the city is dependent upon the ranches for its meat, hay and fodder. The one cannot exist without the other.

MARSHALL D. TAYLOR.

### POPULATION OF CITY AND COUNTY.

Compiled by Los Angeles Chamber of Commerce.

Year	City.	County.
1860	3,700	4,000
1870	5,723	6,200
1880	11,093	20,000
1890	50,395	101,454
1897	93,786	150,000
1898	95,000	160,000
1899	100,000	165,000
1900	102,479	170,298
1901	117,600	195,000
1902	125,000	210,000
1903	136,000	230,000
1904	175,000	275,000
1905	201,000	305,000
1906	240,000	350,000
1907	263,782	400,000
1908	295,687	425,000
1909	307,322	460,000
1910	319,198	504,131
1911	360,000	570,000

It is the splendid climate of the Riviera, the whole year round in California. All that goes to make existence one grand, sweet song is here to be found in abundance.

Come to the Farthest West, young man, and grow up with the country. And the growing is great in sun-kissed California.

### HARDER THAN ROCK.

CONCRETE-BUILT STRUCTURES WILL BE DIFFICULT AND EXPENSIVE TO TEAR DOWN.

Concrete buildings are permanent to an extent never before realized by California architects. Office buildings have a life of twenty, thirty, forty years, as the case may be, and then, if they are built of brick or stone or terra-cotta, they fall into the wrecker's hands, and are removed with little difficulty but much cost. Let other and greater buildings rise in their stead.

But with concrete buildings, says the Construction News, the case is different. To induce the concrete to release its hold on the reinforcing rods of steel is no easy matter. The steel rods are wound in and out of the mass, crossing and recrossing and lapping, each other until thoroughly tangled, like the hair in my lady's coiffure, and much harder to separate.

The use of modern reinforced concrete for building construction, now so common in Los Angeles, is back hardly twenty years, and there are few buildings of the most approved type that are ten years old. For this reason knowledge of the lasting qualities of cement cannot be said to be complete, but from what is known it is believed that the ordinary house of brick or stone is at the peak of its efficiency the moment it is completed. From that time it begins to deteriorate.

The peak of efficiency in the case of a concrete house has not yet been determined. As concrete grows older, it becomes harder and more durable, that is, of course, if the concrete is properly made.

The usual means of wrecking a house have but the slightest effect on concrete. The sledge-hammer, dynamite and then break it free from the steel reinforcement with sledge-hammers.

Acids might be used to disintegrate the concrete, but the expense would be enormous.



# The Wonderland of Poultry—Inglewood and Gardena.

## NOTHING LIKE IT.

TO SEE the noble Chanticleer strutting in all his glory, go you down into the valley of Gardena and over onto the lovely plain of Inglewood, for here he rules pompously such vast and such fair lands that only by actually viewing his female consort can an idea of the extent of his household be gained. But, although the cocky Chanticleer reigns and importantly over his snowy flocks, he is really of very little consequence in the eyes of the prosperous chicken ranchers who accord him the privilege of making a show of himself. The hens form the element that really counts, and the scarce rooster, still ostensibly masculine in conduct, has been actually relegated to the pleasant but rather unelevated position of necessary male functionary—a hereditary position necessary to be maintained simply that there may be cause to be hens to rule the roost. Perchance some man may read the signs of his future estate in the organization of these wonderful hen ranches, where the handsome rooster seems to be "it," but most definitely is not.

One of the most surprisingly profitable of Southern California industries is chicken raising on the large scale on which it is organized in the Gardena and Inglewood districts. Here is a veritable wonderland of poultry. Approaching the environs of Gardena from the higher benches of land over which the trolley cars pass from Los Angeles, one will see the fine spread of country below patched with gleaming, undulating hills. These are the flocks of White Leghorns on the compact little three, four and five acre ranches, where the organization of the chicken communities is carried to a high state of perfection. Sometimes 3000 White Leghorns will be seen gathered together on four acres—just enough room for the long lines of pens, chicken houses, store house, incubator house, a patch of alfalfa and the pretty home and flower garden of the rancher. From this four acres the fortunate owner, if he is expert in his line, will net as much as \$6000 a year. This, mind you, from eggs alone! Practically no chickens are sold for killing in these districts. The industry is confined to two classes of chicken raising—egg ranches and hatcheries. The business of the hatchery is confined to supplying chicks wholesale to the trade.

The output of the Gardena district alone amounts to over \$100,000 annually, from not over fifty ranches, large and small. The biggest hatchery in the district—the Gardena Hatchery—has a capacity of 100,000 eggs, and has an annual output of about 380,000 chicks.

Chicks are shipped as far as El Paso and Denver, with a loss in shipment of less than 2 per cent. This hatchery sells \$25,000 worth of chicks a year.

This region offers advantages to the chicken breeder which draw many eastern and middle western fanciers to this field. In the first place, the initial investment here need not be so large as in the colder States. While land is high, the mild climate makes only scant winter protection necessary, and the confinement of the chickens to pens entirely, where their green stuff is fed them by hand from the rotating crops of the alfalfa fields, instead of supplying them with large open ranges to run over, as is done further East, allows a handsome business to be done on three or four acres only.

While feed is higher here, the price paid the producer for eggs is phenomenally high, the average for the past year having been 35 cents a dozen. The California pure food laws greatly favor the local egg producer, as they prohibit the sale of cheap eastern eggs under the guise of local "ranch" eggs, after a very brief period of storage. This protects the urban population from rank storage eggs and diverts the high price which the people otherwise would have to pay just the same for fake "ranch" eggs, to the pockets of the local producers.

In addition to these other advantages, the poultry raiser in the districts in question is so located that he may deal directly with an immense metropolitan market, without submission to the commission man, should the latter fail to agree with the business opinions held by the rancher. Proximity to a great city, with quick trolley transportation and good automobile roads, makes the chicken business of these districts largely a direct deal between producer and consumer. Not one tenth of the output is sold on commission.

A fair example of the Gardena ranches is the big Russell-Murray Ranch, situated close to the Redondo car line. Here, under splendid organization and under perfect sanitary conditions, are 3000 White Leghorn hens, with all the necessary pens, roosts, outbuildings, well and windmill and pretty home, all confined on four acres. H. Jevne & Company of Los Angeles take every egg from this establishment, the year round.

The profit per hen per year on such a ranch as this is said to be \$2 (some place it as high as \$2.40,) so that the proposition cleans up, on eggs alone, at least \$6000 a year. Such a place should represent an investment of about \$3000. The cost of feed per hen per year is given as between \$1.40 and \$1.50. The estimated cost of raising a chicken to full growth is 65 cents.

Feeding time on a 3000-hen ranch furnishes an interesting exhibition. A wagon, especially constructed for

the long, narrow main aisle of the vast stretch of pens and built with a grain bin in front and a green-feed compartment in the rear, passes down "Chicken Boulevard," distributing to the feeders in the less aristocratic but more densely populated (as in human towns) side streets the delectable messes which make Mrs. Hen feel simply impelled to lay fine, large eggs and to repeat herself frequently. In every pen there takes place a genuine suffragette rally, and in flutter and excitement, in shoving and in jealousies, these gatherings are almost equal to a convention of women.

Such a ranch as the one that has been described, which carries on its own incubation, will hatch 1500 eggs at a time, and will hatch three and four times a year.

While a few ranchers turn their attention to producing fowls for their meat and get some fancy prices for fowls ready for the market in the spring months it is said that this branch of the industry is not taken up to a large extent from the fact that chickens can be bought up in Kansas at 17 cents a pound and shipped in here for market purposes cheaper than they can be raised on the spot.

The White Leghorn is the hen par excellence in this part of the country, where eggs are the thing, and is rapidly supplanting other breeds. The proximity to the sea is an advantage which Gardena and Inglewood have over more interior regions, as in this State thoroughbred poultry does best along the seaboard. Especially if the heavy breeds are produced, it is the advice of experts to keep within twenty or thirty miles of the ocean. The natural development of the poultry business, even with the Leghorns, is to follow the coast, as will be noticed all the way from Petaluma, in the northern part of the State, to Oceanside, in the south. The Mediterranean breeds are the only ones that thrive, as a rule, in the interior.

A pure and abundant water supply is absolutely necessary in this industry, and in this regard the Gardena and Inglewood districts are especially favored.

On some of the ranches turkeys are raised in conjunction with the chickens, and are considered highly profitable. They are sold in season for 25 cents per pound live weight. A number of the producers in these districts maintain that, contrary to tradition, turkeys are not more difficult to raise in California than elsewhere, and that they are a good investment, if they can be given sufficient room. Handled on a large scale they require some space to range. Certainly nowhere in the world can more magnificent brooded "gobblers" be seen than on those poultry ranches between Los Angeles and the sea where turkeys are raised as an auxiliary to the chicken business.

## Cost of Living.

FOOD, HOUSE-RENTS, WAGES AND INFORMATION FOR THE HOME-SEEKER.

THERE is probably no important city in the United States where most of the necessities of life are more reasonable than in Los Angeles. The following are retail prices for an average year:

Wheat, 2 1/2 to 7 1/2 cents per pound; peaches, 4 to 6 cents; plums, 2 1/2 to 5 cents; apples, 4 to 6 cents; fresh fruit, 1 to 10 cents; watermelons, 5 to 30 cents each; cantaloupes, 3 to 15 cents each; lemons, 5 to 15 cents per dozen; oranges, 10 to 40 cents per dozen; guavas, 4 to 6 cents per pound; blackberries, 3 to 10 cents per quart; strawberries, 4 to 10 cents; raspberries, 5 to 15 cents.

Potatoes, \$1.25 to \$1.75 per hundred pounds; seed potatoes a little higher usually; squash, 2 cents per pound; green beans, 2 to 3 cents; sugar peas, 3 to 6 cents; tomatoes, 2 to 5 cents; celery, 5 to 10 cents per bunch; corn, 10 to 25 cents per dozen; cucumbers, 10 cents per dozen; egg plant, 3 to 7 cents each; carrots and turnips, 1 to 2 cents per pound.

Meats: Round steak, 12 1/2 cents per pound; chuck, 8 cents; rib, 12 1/2 cents; sirloin, 18 cents; porterhouse, 25 cents; roast, 16 cents; chuck roast, 8 cents; leg of lamb, 15 cents; shoulder, 10 cents; chops, 18 cents; veal, 15 to 25 cents; pork chops, 10 cents; pork, 20 to 22 cents; roast pork, 20 cents; pork chops, 30 cents; lard, 45 cents for three pounds, 45 cents for five pounds, \$1.25 for ten pounds.

Butter, 18 cents per pound, for all ordinary varieties; various varieties, such as sand dabs, pompano and mullet, 5 to 10 cents per pound; oysters, 50 to 60 cents per dozen.

Eggs, 25 to 45 cents per pound; eggs, 20 to 50 cents per dozen; milk, 8 to 10 cents per quart; turkeys, 30 cents per pound; rabbits, 25 cents apiece; California chickens, 22 to 30 cents per pound; broilers, fryers and fowls, 30 to 40 cents per pound; ducks and geese, 25 cents per pound.

Grain and feed are reasonable in price. Coal oil sells at 12 cents to \$1.50 per five-gallon can; flour at \$1.25 to \$1.50 per fifty-pound sack.

Lumber averages from \$23 to \$25 per thousand for rough pine; \$35 to \$40 for rough redwood; \$40 to \$60 for clear surfaced redwood.

### HOUSE RENTS.

The following information is furnished by one of the prominent real estate firms:

Prices of residence rental property vary greatly according to length of time built, condition and location, and in general the following prices prevail:

The average lot is about 50x130 feet for cottages and bungalow houses. Many of the lots in larger properties are a frontage of 100 feet, and sometimes more, by depth ranging from 150 to 250 feet. Three to five-room cottages in the industrial district, with bath, can be obtained for \$12 to \$20 per month. Five and six-room cottages comfortable but not modern, with bath and electric lights, fairly well located, within thirty minutes of the business center, from \$18 to \$22 per month. Five and six-room modern cottages and bungalows, in good neighborhoods, convenient to schools, car lines, etc., with modern conveniences, from \$25 to \$35 per month.

Seven or eight-room houses, not modern but in good condition, with bath and electric lights, \$25 to \$35 per month. Seven or eight-room modern, two-story houses in good neighborhoods, modern conveniences, \$40 to \$60 per month. Two-story houses of nine-rooms and more, \$50 to \$200 per month, depending upon size, style, location and condition.

"Five and six-room flats, usually in buildings of four or more flats to the building, accessible to car line and within twenty minutes of the business center, fairly modern, from \$15 to \$25 per month. Modern flats and apartments, with all modern conveniences, from five to seven rooms, well located, \$30 to \$45 per month. House-keeping rooms or suites, furnished and unfurnished, can be obtained in various sections of the city, both near the business center and in the residence districts, from single rooms to suites of several rooms with bath and kitchen, at prices ranging from \$10 per month up, according to location, class of building and surroundings. Furnished flats or cottages from four to six rooms, from \$25 to \$65, according to location, condition, conveniences and style of furnishings. Furnished houses of eight rooms or more, from \$50 to \$500 per month. A comfortable eight or nine-room house, furnished with all necessary requirements, thoroughly modern and in a good neighborhood, can be had for about \$75 per month.

"In addition to the rents, the tenant, as a usual thing, pays the water tax, varying from \$1 to \$2.50 per month, and the gas and electric light bills, except in furnished housekeeping rooms or apartments, where these items are usually included in the rent."

### SMALL FARMS.

One of the surprises to new arrivals in this section is the small amount of land that is needed to support a family. It is a fact that many families in Southern California not only make a good living on five acres, or even less, of irrigated land, carefully tilled, but also manage to lay something by every year for a rainy day. In such cases the farmer raises most of the food products that are consumed by himself, his family and his stock, and always has something to sell when he comes to town. Ten acres are, in fact, about all that one man and his family can attend to, if worked to their full capacity. Fruit trees can be planted on the land, between them small fruits, and then again vegetables, until the tree becomes too large. Under such circumstances there is a constant succession of crops.

Irrigated land may be purchased on easy terms in Southern California for from \$200 to \$300 per acre that will net an enterprising and willing worker \$250 per year. Innumerable three and five acre farms in Los Angeles county yield an annual income, over and above expenses, of from \$800 to \$1500. Oranges, lemons, grapes, raisins, figs, prunes, apricots, peaches, pears, walnuts and almonds thrive and prosper here.

### WAGES IN SOUTHERN CALIFORNIA.

Blacksmiths, 9-hour day, per hour ..... 37 1/2 to 60c  
Boilermakers, 9-hr. day, per hour ..... 37 1/2 to 40c  
Book-keepers, per month ..... \$50 to \$125  
Brass finishers, per day 9 1/2 hours ..... \$3  
Brass molders, per day 9 1/2 hours ..... \$3.35  
Brass machinists, per day 9 1/2 hours ..... \$3.80  
Bricklayers, per day ..... \$2  
Brick setter, per day ..... \$6  
Butcher, per month ..... \$75 to \$100  
Butcher, hotel, per month ..... \$60

Cabinet makers, per day ..... \$3 to \$3.50  
Carpenters, bridge, per day ..... \$3 to \$4  
Carpenters, bridge helpers, per day ..... \$2.50 to \$3  
Carpenters, rough framing, per day ..... \$2.50 to \$3  
Carpenters, finishing, per day ..... \$3.50 to \$4  
Carpenters, for country, per day ..... \$3.50  
Carpenters, mine, per day ..... \$4  
Cement finishers, per day ..... \$4  
Cement workers, per day ..... \$2.50  
Chauffeurs, per month and board ..... \$60 to \$125  
Clerks, per month ..... \$25 to \$85  
Collectors, per month ..... \$50 to \$100  
Compositors, per week ..... \$18 to \$24  
Conductors, street car, per hour ..... 25c to 30c  
Cooks, camp, per month and board ..... \$40 to \$75  
Cooks, short order, per week and board ..... \$12 to \$18  
Coopers, tank work, per day ..... \$2.50 to \$5  
Coopers ..... \$2.50  
Electricians, per day ..... \$3 to \$4  
Electric linemen, per day ..... \$3 to \$4  
Hall man and porter, per month and board ..... \$30  
Harness makers, per day ..... \$2 to \$3  
Harvest hands, per day and board ..... \$1.50 to \$2.25  
Hod carriers, per day ..... \$3  
Brick wheeler, per day ..... \$2.50  
Laborers, per day ..... \$2  
Lathers, per day ..... \$4 to \$4.50  
Linotype operators, per week ..... \$25 to \$35  
Machinists, 9-hour day, per hour ..... 35c to 40c  
Machinists, auto, per day ..... \$3 to \$4  
Man and wife, ranch, per month and board ..... \$45 to \$75  
Man and wife, hotel, per month ..... \$100 to \$125  
Milkers, per month and board ..... \$40 to \$50  
Miners, per day ..... \$3 to \$4  
Miners, machine, per day ..... \$3.50 to \$4  
Motormen, street car, per hour ..... 25c to 30c  
Molders, 9-hour day, per hour ..... 37 1/2 to 42 1/2c  
Mucker, mine, per day ..... \$2.50 to \$3  
Painters, carriage, per day ..... \$3  
Painters, house, per day ..... \$3  
Painters, sign, per day ..... \$5  
Pantry man and mixer, per month and board ..... \$40 to \$45  
Pattern makers, 9-hour day, per hour ..... 40c to 50c  
Pile driver men, per day ..... \$2.50 to \$3  
Plasterers, per day ..... \$4.50 to \$5  
Plumbers, per day ..... \$4 to \$5  
Plumbers, helpers, per day ..... \$2 to \$2.50  
Pressmen, job, per week ..... \$15 to \$20  
Pressmen, cylinder, per week ..... \$25 to \$30  
Press feeders, job, per week ..... \$9 to \$14  
Press feeders, cylinder, per week ..... \$12 to \$18  
Proof readers, per week ..... \$20 to \$35  
Ranch hands, per month and board ..... \$30 to \$35  
Riveter, per day ..... \$3 to \$4  
Section foreman, per month and house ..... \$80  
Sheet metal workers, per day ..... \$4  
Stenographers, per month ..... \$50 to \$100  
Striker for brick yard, per day ..... \$2  
Teamsters, per day ..... \$2 to \$2.50  
Tinmiths, per day ..... \$3 to \$4  
Tinmith, sugar factory, per day ..... \$3.50  
Walters, city, per week ..... \$10 to \$12  
Waitresses, restaurant, per week ..... \$8 to \$10  
Well drillers, water, per day ..... \$4 to \$5  
Well drillers, oil, per day ..... \$6  
Well drillers, helpers, per day ..... \$3  
Woodmen, logging camp, per mo and board \$40 to \$45









# WHERE CHICKENS RAISE MORTGAGES.

Playmates



Ingleswood babies



Largest chicken yard in Southern California



Prize winner



Royalty



## The Structural "Forward March" of Los Angeles.

### BETTER BUILDINGS.

HERE is, perhaps, no better criterion of a city's growth and prosperity than the record it is making in building operations. In this respect the advance of Los Angeles has been marvelous. Great things are happening here with astonishing rapidity. Few cities have added to their population as has the metropolis of the great Southland. In no other city of its size in the country has more money been invested yearly in new buildings than has been put into the modern edifices of Los Angeles. Its growth has been conservative, consistent, constant.

The possibilities and opportunities afforded for profitable investments in Los Angeles realty and buildings are realized by the discerning investor. The millions of dollars invested yearly in new building enterprises furnish conclusive evidence of the confidence which sagacious capitalists have in the future stability and greatness in this rapidly growing commonwealth.

Los Angeles is the wonder city of the twentieth century. It is the one shining example of a city that has forged ahead, with greater strides each succeeding year, in construction activity. According to building statistics gathered from the principal cities of the United States there are only three cities in the country that surpass Los Angeles in building. The year just closed shows a total of \$23,000,000 in new buildings erected, the greatest era of building activity in the history of Los Angeles.

The prospects for 1912 and the years to follow are very encouraging and will undoubtedly show as great, if not greater, progress in material advancement than has been this city's good fortune during the past decade. Our advantages are beginning to be realized; new capital is invested in increasing amounts each year in structures that are as fine examples of good architecture as any found in any city in America.

### OLD METHODS ABANDONED.

The building business of Los Angeles represents the largest business carried on in the Southwest. The city has been growing so rapidly that the numerous concerns manufacturing and selling building materials have had to make addition after addition to their plants, to properly care for the unprecedented increase in business, until now millions of dollars are invested in the plants of the different branches of the building business.

Los Angeles has abandoned the older methods and styles of construction. No longer are investors satisfied with the cheap structures of the past. The buildings of today are of the best type of architecture, and of the best, or Class A and Class B, construction. The aim for a more permanent construction can readily be seen by comparing the buildings erected here ten or twelve years ago with those of later years and those now nearing completion.

### MODERN PLUMBING.

The plumbing system of every building, be it large or small, is one that requires the greatest care in its installation. The plumbing laws of Los Angeles are very stringent and all work has to pass the rigid inspection of competent sanitary engineers before the piping and fixtures are approved and allowed to be used. Two styles of "roughing in" are allowed in Los Angeles, the cast-iron soil system and what is known as the "Durham" system, which calls for the use of screw or wrought iron for waste and vent pipes. The latter system is the more modern and is more generally used. Once properly installed, chances for leaky pipes and the consequent danger to health are an absolute impossibility, while in the cast-iron system contraction and expansion are sometimes noticeable, causing loose joints

and in time dangerous leaks. The plumbing fixtures are of the very latest pattern, being of enameled iron or of the more expensive and more generally used solid porcelain enameled ware. The fittings are of heavily nicked brass, and automatic.

The perfection of ventilation systems and the use of automatic pumps for sub-drainage have afforded the use of a great deal of subterranean area in the larger structures which has heretofore been impossible. Now, not only one underground floor is utilized, but from forty to fifty feet of basement area is excavated and divided into regular floors as above ground. This underground space is used for engine rooms, power plants for the development of electric energy for light and power, hydraulic power for the elevators, steam heat, vacuum for cleaning purposes; for storage rooms, and in large hotels for the culinary departments and refrigerating plants.

But our architects have not ignored esthetic consideration. The beautiful facades of our large structures are admired by all who gaze upon their stately lines. On nearly every corner in the rapidly expanding business section are to be found edifices of marked architectural beauty. The manufacturers of front pressed brick and glazed terra cotta have made remarkable advancement in recent years. Builders are able to choose from many varieties of pressed brick and terra cotta, all of which provide a pleasing external finish for a building. In some instances structures have been trimmed with decorative patterns, the effect of which has been very pleasing; in other cases pure white glazed terra cotta of plain or ornamental design is favored. Thus there is a variety which makes Los Angeles architecture very attractive.

While many imported products are employed in our modern buildings the percentage of locally manufactured materials is not small. In the erection of homes and other wooden buildings, Los Angeles uses 250,000,000 linear feet of lumber every twelve months, or an average of 20,000,000 feet per month. This enormous quantity of lumber comes principally from the Northern Pacific States by water, each boat having a carrying capacity of from 500,000 to 2,000,000 feet of rough lumber. This represents retail sales amounting to \$500,000 monthly. To this must be added the importation of hardwoods for fine interior wood finish, store fixtures, counters, etc.

Our brick kilns burn on an average 65,000,000 common brick and 6,000,000 pressed brick each year. With the constantly increasing use of cement in building construction this is a remarkable showing.

### STEEL SKELETONS.

The sound of the automatic hammer is heard, today, on four steel frame skyscrapers, representing an expenditure of approximately \$5,000,000. The use of structural steel for the skeleton of large buildings enables the builders to erect the structures in the shortest possible time. A case in point is the Title Insurance and Trust Building, at the northeast corner of Fifth and Spring streets, the largest building yet constructed here. The 3500 tons of steel required for this immense edifice was assembled in the short space of 100 working days, with the added good fortune of not having a single accident of any kind whatsoever to any employee on the job, a remarkable coincidence in itself. The average amount of structural steel used in Los Angeles yearly is conservatively placed at 20,000 tons, most of which is fabricated in local shops, thus giving employment to hundreds of skilled workmen.

### MODERN APARTMENTS.

The apartment-houses of Los Angeles are the most up-to-date in the world. It may not be generally known, but it is a fact that the first apartment building to be

equipped with concealed beds and other space-saving household furniture was in Los Angeles, due to the inventive genius of a Los Angeles builder. The adoption of these space-saving appliances caused a revolution in the design and construction of buildings for compact forms of living, as it were. The modern apartment house of the better grade contains every conceivable device and arrangement for the convenience of the tenants. In size, architectural design and in elegance of appointment the apartments of Los Angeles are unsurpassed. Our architects have in obedience to the requirements of locality, environment or utility planned structures that are either of the severest simplicity or of architectural grandeur. These external beauties of the modern apartment or tenement-house appeal to the finer strains in our nature. The invasion of our prominent and most exclusive residential thoroughfares by these finer products of architectural and constructional skill has had an educational value of immense importance.

### NONE BETTER.

Not only has the skyline of the business portion of Los Angeles undergone marvelous changes during the past few years but domestic or residential architecture has had its share of attention from our learned craftsmen. The houses erected here have individuality; there are fine examples of Colonial architecture, Italian villas of attractive design are to be observed in many exclusive sections; Mission style residences, in not a few instances, have also been constructed; but the genius of clever Los Angeles designers has evolved a distinct type of architecture for this favored section, the California bungalow.

Marvelous changes have taken place in the suburban districts of Los Angeles, due in large part to the extension of rapid transit facilities to these chosen outlying residential communities. This contiguous territory, which less than three years ago was nearly all arroyo and used only for farming or cattle grazing purposes, had been subdivided into some of the highest-class residence tracts to be found hereabouts. Especially is this true in the extreme western and southwestern sections, which are high and slightly, affording an unobstructed view of the sunset sea on the one side, and the lofty Sierras, snow-capped in winter, on the other. The transformation which has come over these sections during the two years past has been wonderful.

That Los Angeles has made wonderful strides in the character and construction of its buildings is best told in the words of one of our foremost architects recently returned from an extended trip during which time he visited New York City, Chicago, Philadelphia, Pittsburgh and other large eastern cities. When asked how Los Angeles structures compared with those of the cities he visited, he said: "I can say, without hesitancy and without fear of contradiction, that our large office and hotel buildings, apartments and finer residences, while not so lofty, equal, and in some respects surpass the best edifices of the country's metropolis, in architectural beauty, character of construction and in the most modern ideas of interior finish and equipment. I went East to gain new ideas in up-to-date building construction, but I found nothing new that we have not already adopted. Our architects have planned, and are planning structures that are not only safe and sane, but of excellent design. The appearance of a city carries great weight with tourists and prospective permanent residents, especially so with the capitalistic class, who are ever seeking new avenues for the safe investment of their wealth. The history of all great cities shows that where there is wealth there is good architecture. Los Angeles can proudly boast of being among the best built cities in the country."

WILLIAM DELLAMORE

## Southern California the Most Famous Bungalow-land.

### VARIETY AND INGENUITY.

EVERY time an architect comes from the East to Los Angeles he goes into ecstasy over the building possibilities of this land and never comes out of his bliss while he remains in Southern California. He thinks that our people here are asleep on their opportunities and that if our alumber might last as long as the nap which Rip Van Winkle took we would well believe ourselves in the seventh heaven of architectural glory on our awakening a century hence.

A brilliant visitor recently climbed one of the green hilltops near Los Angeles and as his eyes fell with intelligent joy upon the sloping beauty of the valleys at his feet he declared that had he the millions of Rockefeller or Carnegie he would charter all the ships in the world that could be had for a price and would take every permanent resident of Los Angeles on a pilgrimage to each ancient city in the world where a richness of architectural design is apparent in order that they might return with hearts aflame with the zeal of builders.

Perhaps it is a digression to say so, but it will be of interest to many readers to know that this man ranked the City of Mexico as one of the most glowingly beautiful cities in all the world, and for that matter in all time, from the standpoint of the builders' art.

After he had spoken of the glories of every city from vanished Babylon to crashing New York, he declared with stunning emphasis that no other city ever had the possibilities of Los Angeles to establish an architecture of incomparable originality and permanence. He saw first of all in the climate of this Queen of the Southland those yielding qualities which invite architects to dare give play to their imagination without a thought for the elements. Erosion is the great limitation upon the creative genius of architects in harsher lands; but here where the sun is always smiling except for now and

then a gentle rain, the architect may give his fancy the seraph wings of a poet's muse and the flowing melody of one who writes his songs for the cello or the harpichord. The unloveliness of straight lines and the crude perpendicularity of roofs that must serve as sheds for water, ice and snow have no part in the plans of the Southern California dweller.

While architecture is of necessity in its very infancy in a city so refreshingly young, at least one type of building has been happily developed here. A conservative estimate places the number of bungalows constructed in Los Angeles in the last seven years at 42,000 and the rate at which this style of home is being popularized is fairly predicted by the fact that a single Los Angeles company now has a tract in readiness for the early construction of 12,000 of these delightful houses. This company built and sold 800 bungalows in the year 1911 and its advertising manager printed a book on bungalows which had a sale of 200,000 copies at 50 cents each within six months from the date of its publication.

If a railroad company builds a machine shop or an engine house in Southern California, the plant is constructed along artistic lines, usually of some mission style with stucco finish, and is covered with ivy, geraniums and climbing roses. The evolution of the bungalow to its present artistic delight is due to this disposition of the Californian, from the business man to the poet, of building for beauty. The bungalow, however, has other arguments than the picturesque in its favor. It offers more comfort, convenience and style for less money than any other house yet developed. Nobody loves stairways and the bungalow of a single story is free from this feature. Even the story and a half and two-story bungalows have low, winding stairways with an incline so gentle that one mounts them without conscious effort while their landings offer cosy and artistic nooks.

When the man from the East hears the name bungalow, his mind reverts to the thatched huts of India and Spain, but as a matter of truth, the California bungalow is simply a refinement and elaboration of that built by the Mexican people along the railroad tracks here thirty years ago.

From this crude beginning came the beautiful modern room bungalow with its handsome built-in furniture and its rich exterior of rustic effect.

All over Los Angeles one may find scores of completed bungalows into which a man may move and which he may own on payment of \$100 down and \$20 to \$35 per month. These payments include interest, taxes and insurance. If sustained they guarantee that the buyer will own his own home within ten years when he would otherwise have paid as much for rent and have nothing to show for his expenditure. There is not a chance in a hundred that within that ten years his property will not have doubled or trebled in value.

The distinguishing feature of the bungalow is that the roof line is carried down to a low level with projecting eaves supported by brackets. A roofline brought to the level of the first floor, marks the difference between the bungalow and any other story and a half or two-story house. The bungalow porch and foundation always have a rough finish, usually of a combination of materials, such as cobblestones, clinker brick and white plaster, or of rough brick and unfinished wood. The sides of the bungalow are covered with shingles, shakes or other rough wood. The bungalow opens into the living-room and this large comfortable room is now the feature of a majority of the newer buildings, since it may serve as library, dining-room, sewing-room, music room and parlor. Except for the kitchen and bedrooms the living-room supplies all the comforts of home. For nesting beauty and solid comfort, commend the future to the bungalow.

C. WARRICK



"Here are Flowers for You"—From Californian Gardens.

PROFITABLE BLOOMS.

"Here's flowers for you!

Hot lavender, mints, savory, marjoram,  
The marigold, that goes to bed with the sun  
And with him rises weeping; daffodils,  
That come before the swallow does and take  
The winds of March with beauty; violets dim,  
But sweeter than the lids of Juno's eyes,  
Or Cytherea's breath; pale primroses,  
That die unmarried, ere they can behold  
Bright Phoebus in his strength, bold oxlips and  
The crown imperial; lilies of all kinds.

Come, take your flowers."

Take your flowers, a garland of old fashioned posies,  
gathered on the banks of the Avon three hundred  
years ago; they are here for you today, fair and  
fragrant under blue California skies as in the dewy  
meadows of Shakespeare's England.

It would seem as though California had caught  
something of the spirit of the world poet, when he  
put his honeyed words into the lips of his favorite  
flowers; something of the sublimity of the world Re-  
verend; when he stood among the wild wind-flowers  
and made their innocence his theme. Down through  
centuries, from the sacred sod of Palestine, from  
the Campagna in Rome with purple and crimson anem-  
ones still carpeting the plain, from Warwickshire  
hills, sweet with March daffodils, dim violets and  
lilies of all kinds, from French pastures, proud with  
purple iris, the Bourbon fleur-de-lis, from dark  
haunts in Germany's Black Forest, we lead you  
by the hand today into our Californian garden and  
say to you: "All these we have to make you gar-  
land of. Come, take your flowers."

HER CALL.

For truly California is as catholic in the variety  
of her plant life as she is cosmopolitan in the tastes  
of her people. She calls to the empire builder with  
her resources at his command to come and help  
her wonderful domain; she bids the gold  
miner to dig from under her untrodden wastes  
treasures beyond compute; she points out for the en-  
gineer and architect fields where his services will  
be in demand; she entices the farmer from  
old austere, northern homesteads to valleys of com-  
fort and plenty, but her most intimate call, the one  
that comes nearest to the heart of humanity, is  
addressed to the lover and grower of flowers, the poet  
of the business world. To consider the lilies of the  
field and all the floral beauty they typify, to devote one's  
life to the tending and perfecting of flowers and  
understanding what it implies, there is surely no  
other mission, no nobler occupation than this! Nor  
are there more perfect conditions for so pleasant  
an enterprise than in our sunny Southland.

BUSINESS OF FLORICULTURE.

Floriculture as a business is, of course, newer here  
than in the places just mentioned. But we have passed  
the experimental stage. A glance at the numerous  
flower stores in Los Angeles and the profusion of  
house-grown blooms displayed in the windows, in end-  
less variety, every month in the year, will convince  
the most skeptical as to the skill and capacity of our  
local flower growers. Scattered to make a New Year

holiday, in the Pasadena Tournament of Roses, are  
millions of the simpler flowers, making a floral dis-  
play that Nice in carnival time could never hope to  
duplicate. This wealth of bloom is nearly all gath-  
ered from little garden plots, surrounding hundreds  
of modest homes between Altadena and Los Angeles.  
The call on the professional flower grower is a drop  
in the bucket compared to the supply from private  
citizens, offering their floral tribute, not for pecuniary  
profit to themselves, but from pride in their city and  
their State.

We have heard the cottage gardens of rural Eng-  
land sung in rhyme and story, that land so beautiful  
in summer time:

"When daisies pled and violets blue,  
And lady-smocks all silver white,  
And cuckoo-buds of yellow hre  
Do paint the meadows with delight."

What magic verses Will Shakespeare would have  
penned, could he have seen the perfection to which  
these cottage gardens would be brought under Cali-  
fornia skies by a poetic and practical people! With  
his love of nature he would have had no time to write  
plays, for he would have been singing flower-songs  
from January to December.

Nor do we care to estimate in dollars the fragrance  
and glory of the rose, queen of the garden in song  
and poetry; or to tell you in inches the length of the  
stem or to count the number of the petals. But we  
can and do say this: Never were there such roses as  
our California roses, and never were any roses so  
courted and admired—and paid for in proportion, if  
you so wish—as the Ulrich Brunners, Marechal Nells,  
Maman Cochet, La Frances, Black Princes and the  
hundred other varieties grown in our Southland gar-  
dens.

MONEY IN VIOLETS.

The violet dim, "sweeter than the lids of Juno's  
eyes," is a universal money-maker in our flower  
markets. During the season sometimes they bring in  
as much as . . . "Enough, no more! 'Tis not so  
sweet now as it was before." Poinsettias in coats of  
red, the gorgeous centaurea, once a little blue corn-  
flower in a rustic pinafore, the Solanum Wendell in  
royal purple, sprung from the deadly nightshade and  
part potato, the Shasta daisy, first cousin to the  
oxeye, a common weed in eastern pastures, Easter  
and calla lilies—ecclesiastical, but not the field lily  
of Gennesaret—all these have added to the material  
wealth of California; to what extent the professional  
floriculturist, with one eye on the assessor, would  
hardly care to tell you.

We give all due importance to the financial side  
of flower growing, for flowers, like human beings,  
must be fed and supported; those who grow and tend  
them with loving care and earnest toil, and who  
persevere, will surely be rewarded with their share  
of this world's riches.

Blue, pink and yellow lotus flowers, sprung from  
the white water lily, dear to all frequenters of shady  
ponds and quiet backwaters, have been grown in  
astounding variety by a Hollywood artist, in artificial  
pools, not for the market, but for pure delight in his  
unique creations. There are very few back yards in  
any California home (we would rather call them gar-  
dens—"back yards" suggests too much dust, litter and  
neglect) where in cement basins the lotus flower

might not flourish; those who tried the experiment  
for pleasure would not be disappointed in the profit.

SWEET PEAS AND DAISIES.

An enterprising lady who owned a young citrus  
grove in Sierra Madre planted, one winter, rows of  
sweet peas in between the orange trees. Not only  
did her orchard become an attraction in the neigh-  
borhood for its perfume and color, but she also reaped  
a handsome income from selling the blooms to winter  
visitors. Similarly many newly-planted citrus groves  
might be sown with some easily raised variety of  
annual, mignonette, larkspur, pansy and the like, to  
the beautifying of our ranches and the profit of their  
owners.

The African daisy, a fairy and fragile plant with  
blue blossoms and silvery leaves, is very little known  
here as yet; on better acquaintance it would quickly  
become a general favorite. It grows wild on the  
South African veldt and without water braves the  
hot summers and sandy winds of that torrid region.  
Many an unsightly vacant lot in the suburbs of Los  
Angeles might be turned into an attractive miniature  
park, by scattering over its surface, when the soil  
is still moist with the spring rains, the seed of this  
hardy but dainty little flower. Closely related to  
its more humble prototype is the Transvaal or Bar-  
berton daisy, a dashing soldier in vivid scarlet, the  
king of the extensive daisy family. This, too, is an  
African wild flower, though the perfection to which it  
will some day be brought by California cultivation is  
going to be a miracle in flower culture to all our  
local nurserymen. It is safe to predict that when  
that time arrives the Harberton daisy will be given  
a front seat in the show windows of the most ex-  
clusive florists. At present the seed is hard to obtain,  
as the Transvaal government is very jealous of its ex-  
portation, and the available supply of seed already ex-  
ported has been bought up by one American business  
house.

EVERYWHERE ROSES.

A high-souled woman, true and tender as the North,  
from which she came, around an ideal California home  
has planted a garden with all the fairest flowers that  
bloom. In this garden you may find only what is  
beautiful, for she has put something from her own  
heart into all her choice creations. Among gray gran-  
ite rocks with a shaded north exposure—velvet pan-  
sies, violets dim and modest lilies of the valley; out  
in the bright sunshine—bold oxlips, hardy daffodils  
and many colored asters. And everywhere roses.

Many came to admire, among them a great man from  
a large manufacturing city. He, too, loved flowers,  
but with a different love. He wondered at the beauty  
of the garden, but more at the profit there could be  
in doing anything on so small a scale. With her abil-  
ity, he told the lady of the garden, meaning kindly,  
she should branch out and make a proper business  
of it, something worth while.

But she shook her head gravely, for her flowers  
went to decorate the classrooms of the school chil-  
dren, often they had withered in poor cottages by  
the bedside of the sick; all in the village who needed  
flowers had free access to that garden. So, smiling,  
she replied that to her the profit was only in the  
pleasure.

HARRY F. BOWLING.

Our Ideal Country for People of Small Means.

EASY TO GET AHEAD.

HAVE lived in many parts of the world, including  
several of the British Colonies, and I have relations  
scattered in many other countries who keep me  
well informed. After careful comparisons I have come  
to the conclusion that it is possible to come to Southern  
California and get established in a shorter time and on  
less capital than anywhere else in the world.  
On all sides I meet people who came to this coun-  
try a few years ago with small capital, varying  
from \$50 up, who are now substantial residents in a  
new way of business! For my part I should not be  
willing to start life all over again in Los Angeles with-  
out a penny, for the city teems with opportunities and  
the only capital necessary is health and intelligence.  
The thing that impresses the newcomer most is the  
friendship that exists here. Everyone is willing to  
lend a helping hand and no man is too rich or too  
important to give you kindly attention and consider  
whether he knows of any opening for you. Absolute  
strangers will take an interest in one's affairs and if  
it does not happen to know of a position for you him-  
self he gives you a letter of introduction to a friend of  
his who may.

The Californian has a way of sizing up the newcomer,  
and if he is a worthy man there is no limit to the assist-  
ance that will be extended to him in his search for a  
commercial or professional opening. Anyone used to the  
aloof attitude of the people in other parts of the  
world and under similar conditions cannot fail to be im-  
pressed—and profoundly grateful for this characteristic  
of the Californian. You are helped to help yourself here  
in Southern California, which is the only help worth  
anything.

EXAMPLE.

Know of one young couple who came here direct  
from England, with a total capital of \$250, and their  
circumstances may prove interesting to others. To begin  
with they were handicapped with a pronounced British  
accent, and the British manner can be a severe handi-  
cap in a country of warm-hearted westerners, who naturally  
show much patience with an apparent affectation of

In addition to this the Englishman would sally forth  
in his search for work in a frock coat, a silk hat, kid  
gloves and a silver-nobbed cane! So you will see that  
he was at a most uncommon disadvantage.

Yet in spite of everything he met with consideration  
everywhere and in less than three weeks was employed  
in one of the largest banks here at a liberal salary, con-  
sidering his inexperience in American ways.

In four years he had risen to the position of teller,  
owned his own house and was in every way a substantial  
citizen.

That young English couple arrived here in the middle  
of the night, absolute strangers without a friend. They  
took the first room that offered, which proved to be  
clean and comfortable, and for which they were charged  
75 cents.

The next morning they hunted central apartments,  
which it was essential should be cheap, but clean and  
respectable. With good fortune they discovered an  
agent's advertisement in The Times that offered a  
promising selection, and with incredibly little trouble  
they found themselves ensconced in a little modern flat,  
comprising a large living room, bedroom, kitchen, all  
fully furnished for \$12 a month. Bathrooms and toilets  
were shared between two flats. Linen and everything  
was provided.

WOMAN'S CHANCES.

In the case of our young couple, the wife discovered  
that women can get work at once in almost any position,  
and, being familiar with typewriting, she was delighted  
to discover she had a selection of berths open to her.  
She took a position with a prominent architect, which it  
was intended should be strictly temporary, until the hus-  
band secured work.

She received a salary of \$12 a week, with hours from  
8:30 to 5 p.m. and 12:30 on Saturdays. So that after  
but one week our young couple were covering expenses  
and leaving their capital untouched. So far the only  
drawings from the capital had been a month's rent in  
advance, luggage, freight and food.

In two more weeks the husband had secured his po-  
sition, but the wife had become so attached to her em-  
ployer's business and filled the position so well that she  
indefinitely postponed the time when she should give it

up. She was soon raised to \$15 a week—and for the  
next eight months the original capital of \$250 had in-  
creased and multiplied.

At this stage they took a pretty little suburban bunga-  
low at a rental of \$20 a month—rents were higher then  
and the same bungalow is to be had for about \$16  
monthly now, including water. These little bungalows  
are charming and comfortable in the extreme and are  
generally fitted with every modern convenience. They  
have from four to five rooms, a big porch, electric light,  
gas, hot-water heater and all the things that make  
housekeeping so simple in California.

It is always advisable to wait at least a year before  
purchasing one's home in a strange city, except in par-  
ticular cases. But when the right time comes, the  
search for the ideal location is one of the most fasci-  
nating hunts in the world. Los Angeles is surrounded  
by delightful suburbs and it takes peculiar perspicacity  
to decide which of them is the most desirable. The  
car service is one of the best known in the States, so  
that there is little to choose between them on that  
score.

ALWAYS SOME OPENING.

In some cases parents with several children have ar-  
rived in Los Angeles under similar conditions. There  
never need be the slightest fear for the future if the  
father is able-bodied. At the worst he can always pick  
oranges or grapes or walnuts as the case may be—there  
is positively always some opening somewhere. And one  
of the most comfortable things about Southern Cali-  
fornia is that one can "stoop to conquer" and take any  
sort of work without losing caste. This fact cannot be  
too strongly impressed upon newcomers. A man is a  
man on his own merits in California more than any-  
where else. I know of a son of an admiral who  
drove a milk wagon in Los Angeles for seven months,  
who was still received by his society friends with  
every welcome during the whole of that time. He  
holds a good position in the street railway company  
now, with a glowing future, and his social position  
needs no alteration.

For men who do not particularly want to live in Los  
Angeles, there are always plenty of openings in the  
surrounding cities, where higher wages are paid.

ALMA WHITAKER.



## The Father Junipero Serra Revival in Southern California.

### OUR FIRST BUILDER.

**N**EARLY every State of the Union boasts of at least one great historic character. A few of the States are able to boast of characters whose fame is world-wide. Virginia has George Washington, Connecticut has Roger Williams, Kentucky has Daniel Boone, Oregon has Lewis and Clarke. The great historic figure known to all the world as the towering feature of California's annals is the grand old Franciscan friar, Fray Junipero Serra, founder and first president of the famous "Missions."

During the first sixteen years of California's history as a civilized country, Junipero Serra was its dominant and most commanding personage. For forty years after his death his memory was the impulse that sent California forward on the path of destiny. His name was a fetich, spoken with reverence and almost with awe at every roadside shrine and under every roof that was reared along the sunny stretches of the King's highway between San Diego and Sonoma.

Then came a time when the old missions fell into decay. Under the law of secularization and confiscation passed by the Mexican government, the far-flung line of twenty-one hospices which had been erected at the cost of so much labor and sacrifice by the Franciscans were wrenched from the control of the good padres. The splendid organization which had protected, cared for and educated the Indians was irrevocably and ruthlessly broken up. The flocks of the fold were scattered. The padres were driven away and the Indians went back to the mountains to die of neglect and starvation.

When this black day of evil fell on California the most beautiful of all the missions was Carmel—Father Serra's own mission. It was under the floor of this exquisite old church that the great founder of the missions was buried when he died in the year 1784.

### CARMEL CHURCH.

After the decline and fall of the missions had long been a matter of history, Carmel Church was wholly neglected. The building fell into decay. The roof was in the dust and the grave of Serra was forgotten. Robert Louis Stevenson thus speaks of Carmel as he saw it when he lived in Monterey at the house of Jules Simoneau in 1879:

"In comparison between what was and what is in California, the praises of times past will fix upon the Indians of Carmelo. The day of the Franciscan has gone by, the day of the Yankee has succeeded, and there is no one left to care for the converted savage. The mission church is roofless and ruinous; sea breezes and sea fogs, and the alternation of the rain and sunshine, daily widening the breaches and casting the crockets from the wall.

"As an antiquity in the new land, a quaint specimen of missionary architecture, and a memorial of good deeds, it has a triple claim to preservation from all thinking people; but neglect and abuse have been its portion. There is no sign of American interference, save where a headboard has been torn from a grave to be a mark for pistol bullets. So it is for the Indians for whom it was erected. Their lands, I am told, are being yearly encroached upon by the neighboring American proprietor, and with that exception no man troubles his head of the Indians of Carmel.

"Only one day in the year, the day before our Guy Faux, the padre drives over the hill from Monterey; the little sacristy, which is the only covered portion of the church, is filled with seats and decorated for the service, the Indians troop together, their bright dresses contrasting with their dark and melancholy faces; and there, among a crowd of somewhat unsympathetic holiday-makers, you may hear God served with perhaps more touching circumstance than in any other temple under heaven.

"An Indian, stone blind and about 80 years of age, conducts the singing; other Indians compose the choir; yet they have the Gregorian music at their finger ends, and pronounce the Latin so correctly that I could follow the meaning as they sang. . . . I have never seen faces more vividly lit up with joy than the faces of these Indian singers. It was to them not only the worship of God, nor an act by which they recalled and commemorated better days, but was besides an exercise of culture, where all they knew of art and letters was united and expressed. And it made a man's heart sorry for the good fathers of yore, who had taught them to dig and to reap, to read and to sing, who had given them European mass books which they still preserve and study in their cottages, and who had now passed away from all authority and influence in that land—to be succeeded by greedy land thieves and sacrilegious pistol shots."

### THE IDENTIFICATION.

In the days of '49, when the gold-seekers came to California from the four quarters of the world, they heard vague recollections of one great person who had founded and projected the wonderful old Franciscan Missions that they saw everywhere throughout the golden land. Later, the name of Padre Serra was commemorated in a few of Bret Harte's popular poems. In one way and another the fame of Father Junipero was kept alive, but only in a dim and vague manner. And, at last, it came to pass that doubts arose as to whether his dust was laid in California's soil at all. There were many who declared that the grave at Carmelo was not the grave of Junipero Serra. In order to settle all doubts on this score, all the graves within the altar enclosure of the old church at Carmel were opened in July, 1882, under the personal direction of Father Cassanova, who was at the time pastor of the Church of San Carlos at Monterey. The priest had in his possession the parish records of Carmel, which had been fortunately preserved, and these records stated that Father Serra had been buried in Carmel Church on "the gospel side" of the

altar. The same records showed that Fathers Crespi and Lasuen were also buried there.

But the question was, had the bones of Serra at any time been taken up and removed to another grave?

Father Cassanova gave public notice of his intention to exhume the bodies of the historic padres. The notice was published in numerous newspapers, throughout the State. Consequently, on the day appointed, about 400 persons were present as witnesses at Carmel. A photograph of the gathering was taken, one copy of which, at least, is still in existence in the possession of a man of Monterey.

On the occasion mentioned, the priest read the church record of the burial of Serra. He also read the account written of the same ceremony by Father Francisco Palou, who was Serra's successor, friend and biographer, and who had conducted the funeral service of the great founder of the missions in 1784.

Workmen then proceeded to open the graves and the bodies were all found exactly as the records stated. The body of Serra was identified beyond any possibility of doubt. It was in a remarkable state of preservation, the violet stole which was buried with him showed hardly at all the effects of decay. The ribs were still erect and the gray hair was quite as it had been on the day of the death of the illustrious man.

When Father Cassanova and all the persons present were completely satisfied that the dust of Serra was still where it had been originally interred, the graves were again enclosed. This time, however, they were reinforced and covered with cement. And it is so that you will find them today—Serra's grave in the middle, with Crespi and Lasuen laid on either side. When you make your pilgrimage to lonely but lovely Carmelo you will bend your head in reverence or bend a knee in prayer above that silent resting place of California's greatest character, and you will think upon the days of the past, hallowed as they are by so many stirring and holy memories.

### THE SEVERAL MONUMENTS.

What may well be called the Junipero Serra revival dates from that day of 1882 at Carmel. The wonderful old padre who had so long lain forgotten again came into his own. His fame blazed forth anew. Poets and writers took up once more the lost story of his splendid life and deeds. The things he had done, the achievements that were his, his sayings and the sacrifices he had endured in order to wrest from the darkness of heathenism an entire race, once more became the subjects of innumerable articles in publication all over the Christian world. Father Palou's life of Serra was reproduced in many forms.

It also then came to pass that Serra's fame was made enduring in the form of monuments to his memory. Mrs. Leland Stanford caused to be erected at Monterey a marble figure of Serra showing him in his church vestments, holding forth the crucifix. By his side is a boat. The statue is cut from Italian marble and is very beautiful and sympathetically conceived. Another magnificent statue, carrying out nearly the same conception as the Stanford statue, was erected in Golden Gate Park, San Francisco. Later a granite cross, in Serra's memory, was set up at the entrance to the presidio of Monterey. The latest and by no means the least of the memorials is "The Serra Cross" erected on Rubidoux Mountain, Riverside. It was dedicated with pomp and ceremony by Bishop Conaty at the invitation of the people of Riverside, whose patriotism and generosity had made the memorial possible. A year afterward William Howard Taft, twenty-seventh President of the United States, dedicated a Serra memorial tablet on Rubidoux, in further commemoration of the deeds of him who was our first great citizen.

There is ground for the rumor that a distinguished resident of San Diego will soon give a commission for the erection of a gigantic statue of Junipero Serra. The statue will be erected on a high hill overlooking the Harbor of the Sun. It will be so placed that it will be plainly seen by the mariner as he turns the prow of his ship toward Point Loma and San Diego Bay.

It will be observed from the existence of these Serra memorials that the people of California have instinctively seized upon the name and fame of the founder of the missions as typifying the most cherished ideals of the commonwealth. Here and there you will find a lone statue erected to some particular man in California, but they are very few in number and never more than one to the man, except in the case of Junipero Serra.

The fact is that Junipero Serra is a memory that appeals at large to all the people of California, without regard to class, creed or color. We have no other historic figure upon whom all the people and all the authorities can agree in their estimate. Nor do we need another. The heritage of Junipero Serra's name and fame and glory is enough. What California or any other country needs is an ideal that shall be common to all the people. Did we not have Serra we would be compelled to await the tides of time to bring an ideal character to us. But we do not have to wait. Happily, Junipero Serra fulfills all the necessary requirements of a popular idol.

But it is not alone in these visible memorials that we may trace the revival of Serra's fame and glory throughout California. It can be also traced in the increasing frequency with which his life and work are made the subject of printed comment. More than all, the fame of the man has become current among us and in the thoughts of the stranger within our gates through the now universal interest that is displayed in the ruins of California's old Franciscan missions. It is impossible to exercise even a superficial interest in the missions without, at the very start, standing face to face with the wraith of Serra. Nor could a commonwealth have a truer ideal than

Father Junipero gives us. He measures up to the utmost requirements. His talents were exceptional, his ability extraordinary, his self-sacrifice complete.

Next year will mark the two hundredth anniversary of his birth and we may then look for the revival to reach its full glory. It is then that we shall all stop awhile on the roaring highways of commerce and traffic to ponder upon the life of one who gave California its first commercial impulse as well as its first spiritual uplift.

Junipero Serra was born on an island of Spain in the year 1713. As a child his spirituality inevitably marked him for service in religion. His talent for learning was so wonderful that he received his degree of doctor of divinity at the early age of 19 years. Upon his ordination to the priesthood he immediately took high rank as a pulpit orator and was invited to preach for the royal family and the court in the King's chapel. A movement was set on foot with the aim to make him a cardinal. He was selected for the highest possible honors the church could bestow.

Young Serra, however, elected to become a member of the humble Order of Franciscans. He announced his intention of devoting his life to missionary service among the Indians. Accordingly, he grasped the first opportunity that presented itself and sailed for Mexico in company with his life-long companion, Francisco Palou. On the voyage a terrible storm arose and the passengers and ship's crew fell into a panic from which they were extricated solely by the heroic acts and demeanor of Serra. It is stated that it was by his display of faith and courage that the sailors were induced to stand to their work and save the vessel from destruction.

### HIS COMPANIONS.

Reaching Mexico, Serra spent a number of years among the Indians of the Sierra Gorda, performing many wonders of regeneration there. It was during those years that he received the wound in his leg which never healed and which caused him almost constant pain until the day of his death, but which was never allowed to dampen his zeal or to slacken his restless and marvelous energies.

In 1769 he arrived at San Diego with the expedition sent out from Mexico under command of Don Gaspar de Portola, the discoverer of San Francisco Bay. Although California had been discovered in 1542, fifty years after the discovery of America by Christopher Columbus, no attempt had been made to Christianize and civilize this part of the world until the arrival of Portola's expedition.

The soul of this great adventure was Junipero Serra, then in the fifty-sixth year of his age. He reached San Diego by the overland route in company with Portola, the date of his arrival being July 1. He was enamored of California from the first moment he laid eyes upon it. "This is a beautiful land," he wrote back to his colleagues in the College of San Fernando; "the roses are like the roses of Castile."

During the sixteen years that followed and up until his death at his own mission of San Carlos at Carmel, Father Serra's life and labors in California constitute the most golden of the pages in our history. For him they were years of ceaseless work, of danger and untold hardships, yet years of stupendous achievement in both a material and a spiritual way. During those years he flung the battle line of Christ from San Diego to San Francisco, and founded nine of the twenty-one old missions, the ruins of which attract today so many thousands of tourists to California and which are a never-ending source of wonder to people who here reside.

Even when the flocks and herds had become so numerous in the hills and valleys, when the vineyards gave forth their fruit and the fields their harvest, Father Junipero still led a life of great physical sacrifice. When traveling, his bed at night was the hard ground. In the missions he slept on a hard bench without mattress. He never ate meat or drank wine. His only clothing was the rough, brown habit of the Franciscans.

He made numerous journeys between San Francisco, Monterey and San Diego, invariably journeying on foot even when horses and mules were at his disposal. He was the most remarkable pedestrian of which we have any record, and his feats are the more wonderful when his age and his wounded leg are taken into consideration. He walked from Monterey to San Diego and back again at least seven times.

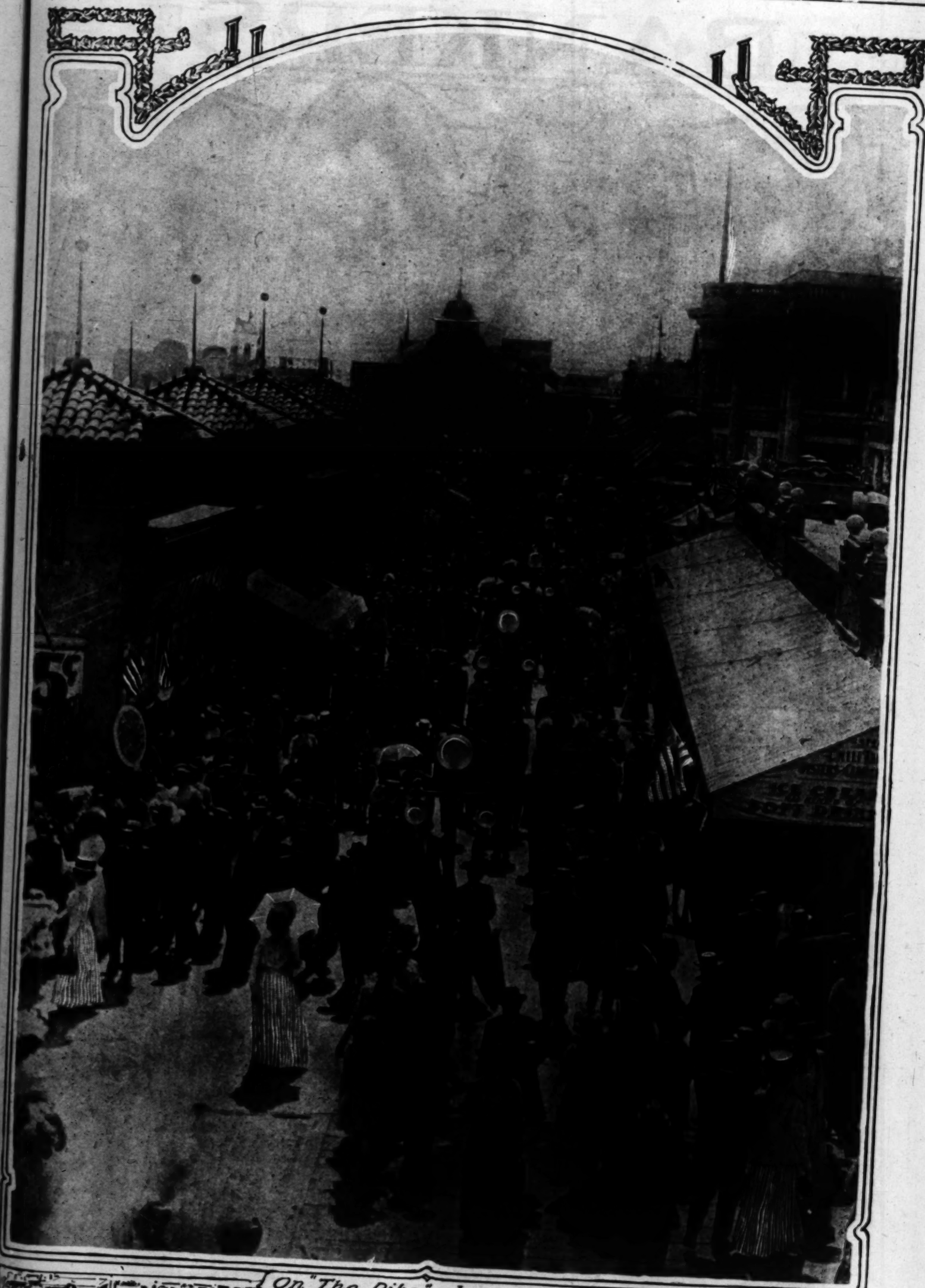
Father Junipero's most wonderful walk, however, was made in 1772-3, when he journeyed from Monterey to the City of Mexico and return, covering the whole distance on foot except the distance by sea from San Diego to La Paz on the peninsula of Lower California. All told, it is undisputed that on this occasion he walked 2400 miles.

Serra's only companion on this dangerous journey was an Indian boy from the Mission at Carmel. When they reached Guadalajara both fell desperately ill of fever, and their lives were despaired of for weeks. But they finally recovered and continued safely to their destination. Serra's only distress of mind in this crisis was a fear that the Indian boy would die and that the Indians at Carmel and Monterey would think he had been killed by the Spaniards.

With all that is so fully known of California's first citizen, it is not to be wondered at that even in this commercial age his name and fame have flamed away like fire from long forgotten embers. It was he who built the first irrigation ditch in California where irrigation has now come to work so many miracles. He was our first builder, our first merchant, our first trader, our first teacher and our first pastor. He was a most learned and cultured man, one of the great preachers of the world, and a missionary who stands almost unrivaled not only in his zeal but in the results which he accomplished.

JOHN S. MCGROARTY.





On "The Pike," Long Beach.





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# INSURANCE



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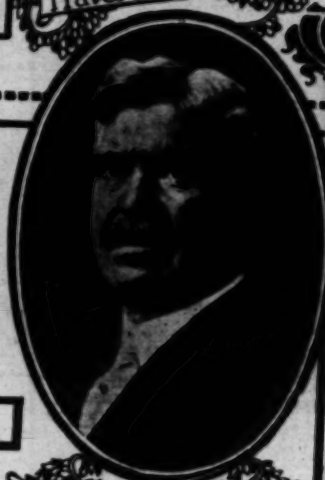
A.J.O. Korbel  
Fire Insurance



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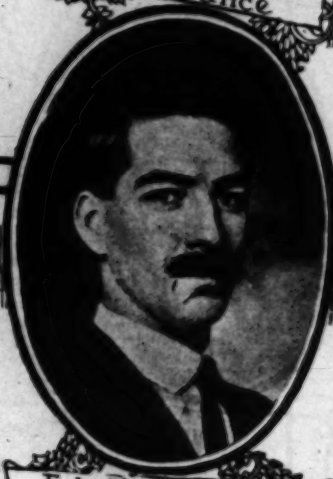
John Tweeddale  
Fire Insurance



J.W. Whittington  
Aetna Life Insur. Co.



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Occidental Life Insur. Co.



Ed. Brundige  
Insurance Broker





# REAL ESTATE



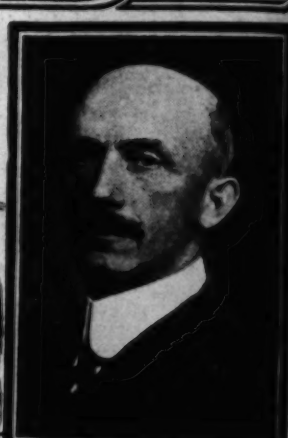
Victor E Kleinberger



H R Cowan



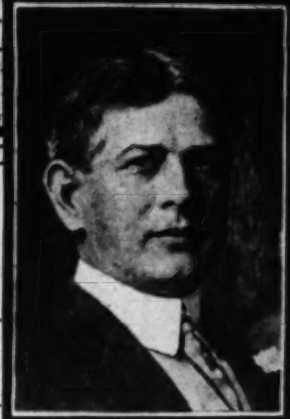
Wilber O Dow



F R Boyden



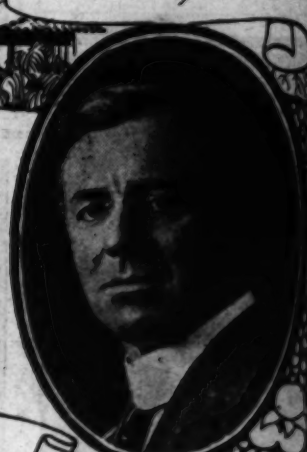
F D Cornell



Guy S Garner



George E Hart



James R H Wagner



Jonathan S Dodge



Robert A Walton



Aurthur E Hull



A B Chittenden



Dr A G Schloesser



Fred Baker



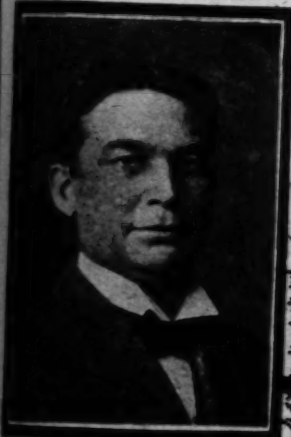
R M Watson



Arthur G Munn



# REAL ESTATE



O. E. Farish



Alfred E. Gwynn



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M. J. Nolan



L. T. Bradford



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Charles H. Dougherty



F. P. Newport



C. H. Lippincott



Ben White



Guy M. Rush



William A. Ryan



# LOS ANGELES WHO DO THINGS



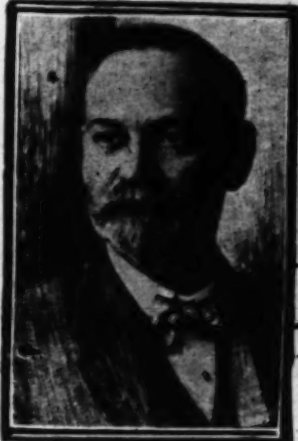
E.P. Clark  
Capitalist



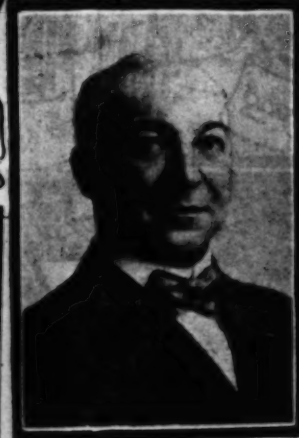
Fred A. Wann  
Traffic Mgr. Salt Lake Route



Gen. M.H. Sherman  
Capitalist



A.B. Cass  
Pres. Home Tel. & Tel. Co.



H.W. Frank  
Harris & Frank Clothing



Col. J.B. Lankershim  
Capitalist



R.M. Walker  
Fifth Street Store



E.F. Schutze  
Butler & Schutze Millinery



J.E. Carr  
Pac. Coast  
Mail Order House



A.T. Arthur  
Pac. Coast  
Mail Order House



A.L. Davis  
Maxime's Millinery



E.A. Leary  
Vice Pres. Hinz & Landt  
Millinery



Harry Leland  
County Clerk



J.C. Floyd  
Pac. Coast  
Mail Order House



Walter A. Lewis  
County Auditor



Edward Hopkins  
County Assessor





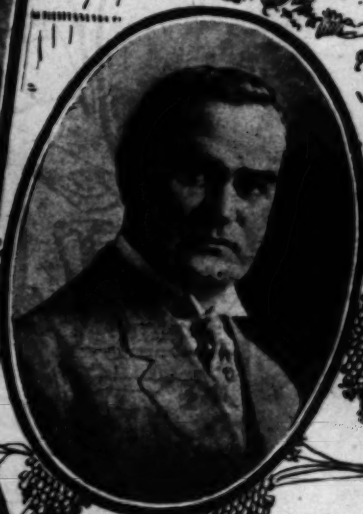
# Mining and Oil



J. L. Osborn  
Oil



C. A. Burcham  
Mines



W. P. Dunham  
Mines



J. H. W. Myers  
Oil



M. P. Waite



E. A. Montgomery  
Mines



F. V. Gordon.  
Oil.



Chas.  
Grimes.  
Mines



C. W. Mitchell  
Mines



R. L. Cox  
Oil



O. L. Grimsley  
Mines



# Bench and Bar

The following names are featured in the collage:

- WT Craig
- Elmer R. McDowell
- E.W. Sargent
- W. Ona Morton
- J.E. Hannon
- Frank M. Porter
- John C. Stick
- E.J. Simonsen
- L.R. Garrett
- W.H. Jamison
- Frank E. Pratt
- N. Blackstock
- E.B. Gail
- Walter J. Horgan
- Walter V. Dyser
- Frank E. Dominguez



# Bench and Bar



W.J. Williams



Norman Williams



Herbert Goudge



C.L. Chandler



John H. Shenk



Sidney N. Reeve



Johnston Jones



Andrew H. Rose



Walter R. Leeds



Oscar C. Mueller



E.E. Hewlett



Charles Cassat Davis



E. Winterer



W.F. Haas



H.L. Dunnigan



E.G. Kuster



# BENCH & BAR



## CALIFORNIA INVENTORS' ASSOCIATION.

Southern California, as well as being the land of sunshine and flowers, is also the land of inventors. Statistics of the United States Patent Bureau at Washington, D. C., show that there are more patents applied for from residents of Los Angeles than any other community in the United States. Why this should be the case is a matter for the student of psychology or under whatever head the subject may come, for there is no apparent reason why inventive genius should be developed here to a greater extent than elsewhere.

The California Inventors' Association was incorporated on November 3, 1911, since which time they have experienced a rush of business hardly anticipated. It was organized by Gorham Tufts, Jr., a man of established character and reputation, who is president of the company. Mr. Tufts personally looks after the business of the company, being a man of wide business acquaintance all over the United States, and in touch with the men who have money to invest.

Primarily, and in brief, the association is a corporation for procuring United States and foreign patents. For taking up the sale or disposition of patents so obtained. For giving investors the benefit of thorough organization, whereby inventions may be commercialized. For affording means of developing meritorious inventions. For supplying a registration bureau, so that priority of inventions may be attested in case of interference. For establishing and maintaining a bureau through which eastern manufacturers and capitalists may be directly appealed to.

Mr. J. S. Zerbe is associated with Mr. Tufts as the patent attorney of the company. He has had many years' experience in handling patents and there is no man in California better qualified for this particular work. The patentee may be assured that his interests will be well taken care of in Mr. Zerbe's hands. No advance fees are charged for the handling of patents, there are no exactions for advertising purposes, and there are no preliminary payments for searches.

The inventor is not a business man—the more skilled he is as an inventor the less able he is, ordinarily, to handle the business side of his invention. He may have a great invention, one that is of daily need in the transaction of business, or one that will materially add to the comforts of every-day life, and it may fail completely because the inventor is not a business man.

It has been the custom with many firms throughout the United States to solicit patents for sale, and as a preliminary to handling the patents to require the payment of certain fees, either for advertising or other purposes. The California Inventors' Association Company does not transact their business this way. They make no advance charge for the selling of a patent, they require no retainers, no payments for advertising, or any other purposes whatever. The only payment or remuneration is a commission or share of the profits when a sale or transaction is concluded.

The production of an invention is but a single step in the process. Every patent issued, with but few exceptions, reaches the inventor's hand with a portentous question mark—"How to dispose of it?" It is well enough that the inventor recognizes the value of publicity, but how many know the most available method to reach the buying public? It is here that the value of proper presentation becomes the most important ally. An experience of many years in the business of presenting the valuable features of an invention is sufficient reason to believe that the men back of this newly organized association can be of inestimable service to the inventor.

## THE MIDWAY PACIFIC OIL COMPANY.

The Midway Pacific Oil Company is one of the many active oil companies extensively developing and proving oil lands in the North Midway and Elk Hills fields. Their lands are particularly well located, especially their acreage lying in the North Midway field, which is unquestionably well proven property.

The property of the company consists of 320 acres of land in the Elk Hills, lying in Section 32, 30-23. Here there is a fully equipped camp with water and telephone system installed and all other necessary appliances. There are three derricks erected and one well is down 2430 feet with six and five-eighths-inch casing in the hole. The last 900 feet was continuous blue shale formation and at a depth of 1500 feet there was a slight showing of gas and oil in brown shale. The other property owned by this company consists of eighty acres in Section 24, 31-22, North Midway field, and on this also is a fully equipped camp. This location is particularly pleasing, adjoining as it does the properties of the Bear Creek, Rock Oil, Coalina-Monterey and Brookshire.

Well No. 1 on the eighty acres is down 1655 feet with ten-inch casing in the hole. Fifty feet of producing oil sand was encountered at a depth of 1500 feet. Based upon the logs of contiguous wells a splendid well is anticipated at a depth of 1850 to 1900 feet. This eighty acres in Section 24 is blessed by being crossed by a number of common carrier pipe lines and in addition thereto the railroad has been extended from Fellows to Shale, a point about one mile south of the southerly boundary line.

The Midway Pacific Oil Company was incorporated in 1910, and has been actively engaged in development work since November of that year.

The anticipated pay sands in the Elk Hills appear much deeper than at one time prophesied by experts, however, the company fully expects to probe far enough into the depths to fully determine the territory. There appears to be no question as to the quality of the eighty acres in Section 24, Midway field, and it is the general belief that the company will bring in a prolific well in the very near future.

The officers of the company are: Philip L. Wilson, president; D. W. Carlton, vice-president; Warren H. Cook, secretary-treasurer; James Martin, manager, and Dan Murphy, director.

## GERM-PROOF EUCALYPTUS PORTIERES.

The Eucalyptus Portiere Company, located at 126 West Ninth street, Los Angeles, carry a full line of eucalyptus portieres and the materials, a large line of rose beads and all California novelties. The above portiere is the only purely sanitary one placed on the market.

The portieres are sanitary and germ-proof, and run in prices from \$10 to \$40. They are made from buds of eucalyptus trees, and are used with imported beads. The company has recently received a medal from the State Fair recommending its excellent work. Write for booklet of instructions and samples.

## PHILIP SENEGRAM COMPANY.

Wholesale junk dealers, and the  
PACIFIC BOTTLE SUPPLY COMPANY,  
Wholesale bottle dealers, 2112 to 2122 Atlantic street, do the largest business in these lines of any concern in the city. The telephones are Main 2123 and A2686.



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HOTELS AND ROOMING-HOUSES.

65-room apartment-house, steam heat, built-in wall beds, in 50x150. Will exchange for vacant property. Rental \$275; only \$82,000. See BAER for income property.

If you are interested in buying a home, we have complete list. Beautiful bungalow, built-in features, West 51st, 3300 down, balance \$30 per month. 10-room artistic home, high lot, Wishaire, \$16,000. F. G. MURPHY, Manager Home Dept.

Farming land, all parts of Southern California and Mexico. Orange land, orange groves, stock ranches and lots in all parts city and suburbs; income property, business corners, and exchanges for eastern property. See FOX, Acreage and Lot Dept.

65-room, steam heated, elegantly furnished apartment-house, wall beds, private baths and phones, long lease, rent \$214, per \$4500. See F. B. HOPKINS, Hotel and Rooming-House Dept.

Grocery store and meat market, one of the best located stores in residential district, rent \$50, sales \$4500 monthly. See F. B. HOPKINS, Manager Business and Exchange Dept.

If you want to rent furnished or unfurnished apartments or bungalows, or lease stores or apartment-houses, or want reliable firm to look after your property, CARNER, Rentals.

For quick action see F. B. BAER & CO., 715 Broadway.

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HOTEL RAYMOND, PASADENA.

Just about a mile from Pasadena where it joins South Pasadena, and upon an eminence commanding a view of mountains and sea, stands the Hotel Raymond, situated on perhaps the most ideal spot in the country. Under the management of Walter Raymond.

the proprietor, who, by the way, is known from one coast to the other, the Raymond has long been the mecca for eastern tourists desiring to spend their winters in Southern California. Its every appointment is perfect, its management is without a flaw.

## BALTIMORE OIL COMPANY.

The company operates in the southwest quarter of the northwest quarter of section 23, township 22, range 24, of the Midway district, surrounded on the east by one of the Standard Oil Company's wells, on the northeast by the Standard four of 22, on the north by Standard 20, on the west by Standard 30, on the south by the old Lakeview, and south and east in the northwest corner of 32, 32-34. All of these wells are of the gusher variety, which shows the Baltimore Company to be in the heart of the most profitable oil-producing land in California.

The company was organized under the laws of California, with a capital stock of 1,000,000 shares, par value \$1 each, of which 600,000 shares are common and 400,000 shares are preferred. The preference to be in the preferred stock is in the fact that the company issues a certificate and conditional note combined agreeing to refund the purchaser his purchase price in two to three years, with 10 per cent. interest on the amount invested, provided the purchaser elects to receive the sum. This feature is left entirely with the purchaser and is compulsory with the company in agreement.

The well is down about 3300 feet with a sixteen-inch hole. It has a fine equipment in the way of standard and rotary drilling outfits, combined with sufficient buildings to take care of the labor. The company has already spent about \$50,000 and expects to finish up with very little more expenditures. The manager of the properties is Mr. W. J. Murphy, who is considered one of the best oil men in the State. He has had long experience in the business, has managed for some of the biggest companies in California, and his knowledge of the work is inferior to none. He stays on the ground all the time and personally looks after the interests of the company.

The company's land is leased with a fourth royalty with an option to purchase for \$2500 an acre. The gravity of oil obtained in surrounding wells is high, being a little above 26. This is some of the very best for refining purposes to be found in the State.

The Esperanza Company, 32, 32-34, located in the southeast corner of northwest quarter, brought a well in a few weeks ago which is now making 3000 barrels a day through two one-half-inch openings, and if thrown open it would do 9000 barrels a day. This well was about 2775 feet deep a few weeks ago.

The Baltimore company is in A1 condition. The books were recently audited and were found to be in the best condition of any oil company in Los Angeles.

The company has a little over 200,000 shares of preferred stock in the treasury at present. They expect that it will take between \$10,000 and \$15,000 more to complete their well.

Strata of oil sands and gas have already been encountered in going down, and the log of the company's well tallies exactly with the logs of the surrounding wells.

The company is not having any trouble in placing its stock. The public is eager to get these securities at 75 cents a share. It will be only a short time before some of this stock will be on the market. The company contemplates having all the stock placed within the next twenty days.

The company has both rotary and standard rigs, and it is of the very best equipment that can be bought. The buildings are up-to-date; in fact, everything is laid up in the very best manner.

Upon the completion of well No. 1, which is now being drilled, the company expects to start within sixty days four strings of tools on its properties.

The company is backed by high class business men, who are conducting the business along conservative lines. The officers and directors are: Dr. F. L. A. Hamilton, president and general manager; Dr. J. N. Morrison, vice-president; Warren Wallace, secretary; J. W. Wallace and E. J. Hilkey.

## CALIFORNIA MACHINERY AND EQUIPMENT COMPANY.

The California Machinery and Equipment Company, incorporated under the laws of the State of California, is the local representative of The Jeffrey Manufacturing Company of Columbus, Ohio, the largest manufacturer of elevating and conveying machinery in the world. The local company carries in stock in Los Angeles a complete line of power transmission machinery and elevating and conveying machinery. It is prepared to design and build complete rock crusher plants, screening plants, gypsum and plaster mills, alfalfa meal mills, stone, sand and gravel handling plants and placer mining plants, as well as conveying and elevating machinery designed for the economical handling of any material.

The Los Angeles company also handles a complete line of mine and industrial cars and portable track, and they can furnish any of this equipment on very short notice.

The list of their eastern connections includes electric trolley and storage battery locomotives, hoisting machinery and grab buckets for handling sand, gravel and crushed stone, and brick and tile making machinery.

In addition to their other lines, this company carries in stock here the Koehring Concrete Mixer, one of the best and most durable and economic machines of this kind on the market today.

The Ohio Elevator and Machine Company of Columbus, manufacturers of passenger and freight elevators, and the Weinmann Pump Manufacturing Company, manufacturers of pumps, are also represented by the local company.

Mr. W. V. Lewis, for some years president of the Lewis Supply Company of Kansas City, is the president, and J. W. Rockfield, formerly with The Jeffrey Manufacturing Company, is secretary and treasurer of the California Machinery and Equipment Company. Both of these men have had long experience with the lines their company is handling.

The company maintains a competent corps of engineers, capable of handling any of the engineering problems constantly coming up in the various lines of business.

The offices of this concern are located at 630-631 Higgins building.

## PIONEER BOILER &amp; MACHINE WORKS.

The Pioneer Boiler & Machine Works, of which L. J. Maescher and S. M. Walker are proprietors, in addition to their boiler and tank shop they operate an up-to-date foundry, pattern and machine shop. They make a specialty of high pressure boiler and tank work and manufacture anything in light or heavy plate. They have recently built a number of oil refinery stills and tanks, gas plants, etc.

In the foundry and machine shop they do a general contract business and manufacture hot air furnaces and ranges. This is a new departure, as eastern manufacturers have been supplying this market with these articles up to this time.

The repair of locomotives and cars for railroad contractors is an important department. They manufacture oil cars complete.

The shops, at Palmetto and Carolina streets, cover three acres of ground.

## J. V. McNEIL-CONTRACTING.

J. V. McNeil, 521 Citizens' National Bank Building, has lived in Los Angeles since 1886, and has been engaged in the engineering and contracting business during that time. Mr. McNeil has built some of the best buildings in Los Angeles, and at the present time is making a specialty of reinforced concrete work, having under construction the California Building at Second and Broadway and a warehouse for M. A. Newmark & Co.

## MILWAUKEE BUILDING COMPANY.

One trained in the art of building may lack absolutely, by nature and instinct, the temperament of the architect, but the true architect should be able to develop and execute in a practical manner the idea of his brain.

A parallel might be found in a musical composer's ability to execute his own composition. A musician may not be a composer, but a composer should be a musician.

The Milwaukee Building Company had a new idea, a departure from the generally accepted contracting idea, and yet it was not new because the architect or designer, at a period in history when architecture was at its highest stage of development, enjoyed a position and prestige which his modern successor in the United States has lost.

Then the architect was indeed both designer and builder. The architect who was not also the builder was only the author of the general idea and its main features. His share of the work of design might go as far as to determine the number of columns of a portico or the general disposition and dimensions of a plan, but it was the architect-builder who defined the proportions, the order, the style and extent of decoration, and who drew all the diagrams and decided, by his experience, the questions of engineering.

And so The Milwaukee Building Company are raising the standard of a work from commercialism, as building is generally classified, to a higher and more ethical plane by bringing up to the standard of the architect's profession the sphere of the builder-contractor.

That the policy bears investigation is evidenced by the phenomenal success achieved. This does not mean merely a large volume of work, although on this score The Milwaukee Building Company holds a unique position in that it does do many times more work than its nearest competitor, and while this in itself speaks volumes for the correctness of the policy, when considered in conjunction with the prominence of the people they number among their clientele, and the class of the buildings designed and built by them, it must, to say the least, be very gratifying to The Milwaukee Building Company that their policy should have brought such phenomenal success in spite of its ultra distinction to that of the individual architect who refuses to build the house he designs.

While The Milwaukee Building Company are fitted to develop the various types of architecture familiar to this modern age, yet their specialty has led them more particularly into the different period of Old English, Italian, French and the more modern Mission and local Chalet, a type that will undoubtedly go down in architectural history as an accepted period of architecture.

The company, which is a private corporation, is composed of three members, Mendel Meyer, Philip W. Hoiler and J. C. Schneider.

## A PIONEER MINING MAN.

John Brockman, a retired capitalist, who maintains an office in the Security Building to look after his realty holdings and other interests in Los Angeles, is a pioneer mining man of the Southwest. Mr. Brockman first came West in 1866 from Illinois, settling in New Mexico, where he prospected for gold, farmed and later engaged in the banking business.

He was born in Dermstadt, Germany, 70 years ago, and came to the United States when he was ten years old. He drifted West in the early days seeking his fortune, and in the gold fields of New Mexico and Arizona he found it. He organized the Silver City National Bank at Silver City, N. M., and was president of the institution for twelve years. At Pierce, Ariz., he was interested in the Commonwealth Mining & Milling Company, one of the biggest producers in the country.

Mr. Brockman has large realty holdings in Southern California, and is also interested in the Hanover-Besmer Iron Association at Hanover, N. M. During his early days in the wilds of Arizona and New Mexico, he had many thrilling experiences with the Indians.

He is a member of the California Club, and is a life member in the Los Angeles Athletic Club.

## Paul Haupt - Contractor

Builder of the Following Structures in Los Angeles

Union Oil Building.....	13 Stories
Union Trust Building.....	13 Stories
Central Building.....	11 Stories
Los Angeles Trust & Savings Building.....	11 Stories
Delta Building.....	7 Stories
American Savings Bank Building.....	7 Stories
Bullock's Department Store.....	7 Stories
Evening Express Building.....	4 Stories

and many others.

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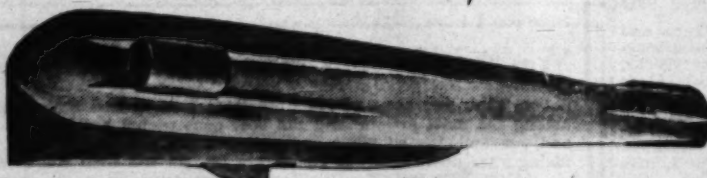
The L. A. Submarine Boat Company's "Peace Maker" will be launched not later than April 1, 1912. A Submarine Boat along new ideas that will revolutionize naval tactics.

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## Engineers

praise the technical features of this invention and purchase stock. Practical men engaged in navigation and ship-building are enthusiastic boosters and substantial stockholders. Hard-headed capitalists and investors, remembering the great profits realized from the exploitation and success of previous submarine inventions, have purchased stock.



### THE SOUTHERN SIERRAS POWER COMPANY.

From time to time during the past three or four months, more or less has appeared in the local press regarding the work being done by The Southern Sierras Power Company. This company is a subsidiary company of The Nevada-California Power Company, which has been operating in the State of Nevada and in Inyo county, California, during the past six years, marketing most of its product in the mining camps of Goldfield, Tonopah, Manhattan, Round Mountain and other points in Nevada. At this time the company has a surplus of several thousand horse power, and it is necessary to find an outlet; and as a result The Nevada-California Power Company has entered into an agreement to furnish The Southern Sierras Power Company up to its surplus, such power as the Southern Sierras Company will require.

The transmission line of The Southern Sierras Company is what is known as a double circuit, steel tower construction, and is being constructed through the fertile valley of Owens River, a distance of eighty miles; thence through the Inyo-Kern country to Johannesburg, and thence to Oro Grande, Victorville, Hesperia, and San Bernardino.

In San Bernardino the company is now building a steam auxiliary plant, and it is proposed to have the new plant and the new transmission line in operation by the first of March, 1912.

The company is also building a distributing line from San Bernardino to Perris and Elsinore, with branch lines to San Jacinto and Hemet. It is also building a line from San Bernardino, on the north side of the Santa Ana River, to Corona. This will afford an additional supply of current, which has been greatly needed in the district into which these lines are building, and great benefits and new developments should accrue as a result thereof.

T. C. Dobbins of Los Angeles has a \$250,000 contract from the Sierras Construction Company, a subsidiary company of The Southern Sierras Power Company, to construct the line. He was formerly superintendent of The Nevada-California Power Company of Goldfield.

The company began raising its steel towers a few days ago. They are seventy feet high and carry the six transmission cables, which are made of aluminum wire. The line is 240 miles long, and there are six cables which, strung out together, make 1440 miles of cable—the longest transmission line in the world.

The voltage on the line will be 110,000 volts. On all the railroad crossings and crossings of other power lines, the towers are eighty feet high.

The method of raising these towers is something new. It is done by wormed gear on a three and one-half ton Alco truck. The power of the truck is utilized to raise the towers in place, the towers being assembled before raising.

There are eight of these steel towers to the mile, 660 feet apart, making a total of about 2000 towers. The total of freight on this line, when complete, will be approximately 6000 tons.

It is expected that the line will be completed and the current turned on by June 1.

Manifold and Poole are engineers for The Southern Sierras Power Company.

The officers and directors of the company are: Thomas S. Hayden of Denver, president; Delos A. Chappell, Los Angeles, vice-president; W. E. Porter, Denver, secretary; Lawrence C. Phipps, Jr., Denver, treasurer, and Guilford S. Wood.

The company occupies a fine suite of offices in the new Title Insurance Building, at Fifth and Spring streets. Manifold and Poole and Charles F. Potter, general counsel for the company, are also in these offices.

### HOTEL GREEN, PASADENA.

Hotel Green in Pasadena is one of the few great hostleries of the world. It is situated in the center of Pasadena, surrounded by parks and facing Central Park, amid beautiful surroundings.

It is conducted on the American and European plan with grill. There are 500 bedrooms, of which more than 300 are connected with bath. Elegance and comfort are combined in all the appointments of the great establishment, the extent of which makes it possible for each guest to follow his or her inclination perfectly. It is an ideal resort; in fact, the last word in modern hostleries, where money and brains have been lavishly spent to make it everything that the most fastidious can ask for.

The Green golf links in the city suburbs have an ideal situation and are second to none. The elegant ballroom, the complete miniature theater where entertainments are regularly given, and the fine social life of the hotel with its many diversions, provide ample amusement, while its spacious rooms, halls and corridors, quiet nooks and retired corners of veranda, garden or restful room invite the lounging mood and are a delight to tired nerves.

Hotel Green as it stands has cost more than \$1,500,000. Hardly a month passes without some new added improvement that keeps it up-to-date and in the front rank of the famous hostleries of America.

Connected with Hotel Green, there is every amusement that the guests can desire. There are tennis courts, croquet grounds, and, in short, everything with which to recreate one's self.

Hotel Green is famous all over the world. It has been one of the show places of Southern California since it was built several years ago, and on its register are the names of the elect of America and Europe. There is an air of refinement and exclusiveness surrounding Hotel Green, which is reflected in the guests and the management of the hotel. Hotel Green is under the management of D. B. Plummer, one of the best known hotel men in America.

### ACME ORNAMENTAL IRON WORKS.

Messrs. Mincke and Henne have been residents of Los Angeles for about two years and Mr. Schoenemann for eight years. They are specialists in their line, as is clearly indicated in the wonderful success they have made of this business in the short time which they have been conducting it.

Seven months ago Adolph Mincke, Paul Henne and Otto Schoenemann combined their knowledge and energies and established The Acme Ornamental Iron Works, which is located in a building, 100x150 feet, at 151 to 153 North Clarence street. Success attended their efforts from the beginning, and they are now employing twenty men and doing not only a local but an extensive outside business in the manufacture of fire-escapes, elevator enclosures, structural work, folding gates, wire works, fences, etc.

Especially attention is given to their structural work, elevator enclosures and fire-escapes. In Los Angeles they have furnished the iron fire-escapes for fourteen of the city schools and for all of the schools in Long Beach. They are also manufacturers of the patent door clamp, which is sold in wholesale quantities to sash and door factories throughout the entire Pacific Southwest.

### WORLD'S COAL PRODUCTION.

In 1910 the total coal production of the world was approximately 1,300,000,000 short tons, towards which the United States contributed almost 40 per cent. (39.2 per cent., to be exact.) In coal production we have far outstripped all other countries, our 1910 output exceeding that of Great Britain, which ranks second, by over 205,000,000 tons. Great Britain's production in 1910 was less than 60 per cent. of ours, and Germany's was less than half, says the United States Geological Survey. The increase in both of these countries in 1910 over 1909 was comparatively small, whereas our increase was nearly equal to the entire production of France and was more than the total production of any foreign country, except Great Britain, Germany, Austria-Hungary and France.

The United States has held first place among the coal-producing countries of the world since 1899, when it surpassed Great Britain. In the eleven years since 1899 we have nearly doubled our output, rising from 253,741,192 short tons to 501,596,378 short tons, while Great Britain's output only gained 20 per cent. in the period. The world's ten principal coal-producing countries in 1910 were:

Country—	Short tons.
United States .....	501,596,378
Great Britain .....	296,007,699
Germany .....	245,043,120
Austria-Hungary (1909) .....	54,573,788
France .....	42,516,232
Belgium .....	26,374,986
Russia and Finland .....	24,967,095
Japan (1909) .....	16,505,418
India (1909) .....	13,294,528
China (1909) .....	13,227,600

Total world production .....

### AMERICAN FARM MACHINERY ABROAD.

This year foreign farmers buy about \$40,000,000 worth of American farming machinery and implements, consisting of (Bureau of Statistics):

Mowers and reapers .....	\$20,000,000
Plows and cultivators .....	8,000,000
Thrashers .....	2,500,000
Sundry farm tools and implements .....	9,500,000

Total .....

These exports for farm use go to practically all parts of the world where man has adopted modern methods of cultivating the soil; in the great wheat fields of Russia, in the vineyards of France, on the coffee plantations of Brazil, in the rice fields of China and Japan, and in all the rapidly-developing countries of the New World, including Canada, Argentina, Cuba and Mexico.

The year's exports will range from nearly \$3,000,000 worth to European Russia, \$6,000,000 worth to Argentina and about \$5,000,000 worth to Canada, to about \$1,500,000 worth to Africa, while to British Australasia and British Oceania will be sent a total of nearly \$2,000,000 worth, to other Oceania and Asia about \$1,000,000 worth, and to Brazil about \$500,000 worth. Even the great manufacturing countries of Europe, Great Britain, Germany and France, are represented in the year's exports of American farm machinery and implements, Great Britain with a total of over \$1,000,000; Germany, \$2,000,000, and France \$3,000,000.

### THE TIMES PORTRAITS.

The several pages of groups appearing in this section of the Midwinter Number, comprise representative men in various walks in life. These are some of the men who are doing things today in Los Angeles, and who are in a large measure responsible for the rapid professional, financial and commercial growth of this city.

Most of the pictures were made from photographs taken for this number by Steckel.

In this achievement section it was thought advisable to embody some of the faces of active men with no reading matter. They are all well known and their names speak loudly where good citizenship is appreciated.



### FREE! Third Edition 48 Pages Bungalow Book Completed

NEW AND UP-TO-THE-MINUTE. FREE TO THOSE WHO CALL AT OFFICE AND PRESENT THIS AD. BY MAIL, \$5. Our idea of a home is one both Practical and Artistic; by careful thought we manage to instill certain individuality in each home.

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We build homes from the modest five-room cottage of 1900, to the most elaborate dwelling. It rests with the individual entirely what his home will cost. By concentrating our Purchasing Power, combined with our Practical knowledge, and being in a position to Discount Our Bills, we can for a given quality of work discount our competitors' prices.

We will build on contract or on fixed fee of 10 per cent. of estimated cost, or we will build on our own lots in Los Angeles, Redondo and San Pedro on easy terms.

We make no additional charges for our Architectural Service if we build, or if we fail to satisfy you both as to price and design.

Our References Are People for whom we Have Built, who Freely Indorse us.

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The New "Stoneless Prune."

The New "Standard Prune."

The New Peaches, "The Leader" and the Unsurpassed "Standard."

The Plumcots, "Corona," "Triumph," "Apex."

The Wonderful New Gladioli and Other New and Rare Bulbs. The Giant Spineless Cactus, the New Crimson Rhubarb. For Semi-Tropical Climates.

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## You Are Losing Money By Not Improving Vacant Property

Let us show you some of the Apartment Houses and Flats which we have built in the city. They are among the most artistic and the best constructed buildings in Los Angeles. Our designs are practical and convenient. All plans and specifications are free of cost. It is a pleasure to lay out sketches combining your own ideas. If you own a lot, we will loan you money with which to build.

ANOTHER POINT: We are in close touch with the investing public and can sell your building at a good profit; or find you desirable tenants.

Call and talk it over with us. We certainly are in a position to help you make money.

**C. F. BORTON CO., General Building Contractors**

Home F6496

617-618 Union Trust Building, Fourth and Spring Streets.

Broadway 2177



Classified Liners.

SPECIAL NOTICES—

W. K. K. —  
Send 25 cents coin. Will tell you how  
to get out of catarrh of long standing. Address Box 21.  
OFFICE, Pasadena.

ATTENTION—  
We are making special prices on all tailor made suits. With  
new material will make suits \$10; coats \$6. All work  
guaranteed. 413 WEST 6TH ST. Phone F2144.

BUSINESS—  
VAN HOUTEN'S HEALTH FOODS.  
457 So. Hill St.  
VAN HOUTEN'S BACK-TO-NATURE FOOD.  
Constipation. Made of California Sun Dried Fruits. Price  
by mail, 40c.  
VAN HOUTEN'S LAXATIVE FLOUR  
Makes Delicious Gema.

FOR SALE—

House.

WILSHIRE, THE BEAUTIFUL.

Down, 3 story and attic home on one of the finest cross  
streets in the entire city, close to Wilshire Blvd. Oak floors  
throughout. Reception hall and living room finished in Juana  
mahogany, dining-room in quarter-sawn oak; library  
finished in white enamel. Five fine large sunny  
rooms upstairs, all finished in white enamel. One  
bath and bath-room with splendid plumbing fixtures. One  
new bath with plaster stone floor and side walls. Large  
hall floor and can be easily converted into a fine billiard  
room.

There is NO WALL PAPER of any kind used in this fine  
home, but the decorations are all hand work and drawn by the  
artist in California. The dining room and library are  
all high and then finished in egg-shell enamel, beautifully  
painted. The lighting fixtures are very beautiful, being  
all Tiffany and imported Austrian ware.  
Bed room and bath on lower floor. Large cemented base-  
ment with fine gas furnace and Ruid automatic water heater.  
Unusual. Very elaborate garage with cement floor and  
newly accommodates two machines. Fine lawn front and  
back and worlds of beautiful flowers and shrubbery. Lot is  
large.

We deliver this beautiful new home for the very low price  
\$10,000 cash, balance mortgage; and I feel that at  
least it is at least \$1250 under value. The house was  
built and built by one of the best-known builders in Los  
Angeles and represents his best effort.  
It is a pleasure for me to show this fine property and I so  
earn appointment with YOU.

Frank J. Houston,  
Sales Manager,  
R. C. CUMMINS,  
1094-5 Union Trust Bldg.

AS203

FOR SALE—  
A brand-new 10-room house on West Adams Heights,  
has all the modern improvements, den and very large  
living room. This is a good buy.

A handsome 12-room residence just completed in the  
beautiful Westmoreland District, 3 elegant tile baths,  
sleeping porch, Ruid heater and every modern con-  
venience, east front. This house was built for a  
home. Owner has been called away. It is a splendid  
buy.

SEE MR. KING,  
MINES & FAIRISH,  
325 South Hill St.  
Los Angeles, Cal.

FOR SALE—

FURNISHED

We have a 9-room 2-story house on West 30th street near  
Hollywood, which is rapidly increasing in value, as it is now ripe  
for sale and apartments. Price \$2500, and considered the best  
in the block. For high-class residence property, acreage  
see CHAS. H. DOUGHERTY, Broadway Realty Company, Member  
of Chamber of Commerce and Los Angeles Realty Board, 519 O. T.  
Johnson Bldg., Los Angeles, Cal.

FOR SALE—

BEAUTIFUL HOME, WESTLAKE SECTION, 3

baths; 2 bed-rooms, hardwood floors throughout;  
fire place in den; piped for gas and electricity  
throughout; radiators in every room and within 15 minutes'  
of the business center. This home is new and modern in  
every respect; must be seen to be appreciated; must be sold  
quickly. Submit an offer. CHAS. H. DOUGHERTY,  
Broadway Realty Company, 519 O. T. Johnson Bldg., Los An-  
geles, Cal.

FOR SALE—

\$35 DOWN

Buy a 5-room modern house, 30 minutes' ride from the  
center of the city. The house is now rented at \$12 per month;  
you must make your payments while you make the profit.  
CHAS. H. DOUGHERTY, Broadway Realty Company, Member  
of Chamber of Commerce and Los Angeles Realty Board, 519 O. T.  
Johnson Bldg., Los Angeles, Cal.

FOR SALE—

35-ROOM HOUSE, 3 BEDROOMS, LARGE COURT

and laundry and furnace room; hot water heater and  
gas in the Westlake Section; lot 100x150 feet. Price  
\$10,000. CHAS. H. DOUGHERTY, Broadway Realty Company,  
Member of Chamber of Commerce and Los Angeles Realty  
Board, 519 O. T. Johnson Bldg.

FOR SALE—

EIGHT ROOMS,

NEAR WESTLAKE PARK.

Buy cash for this handsome new home on wide bou-  
levard in center of residence district; corner lot with garage,  
bath and shrubs. Cost to duplicate \$8000. Owner absent  
and reduction to \$7500 for a prompt sale, on your own  
terms.

J. C. GREEN,  
AND SAVING BLDG. LOS ANGELES, CAL.

FOR SALE—

BEAUTIFUL NEW BUNGALOW ON HIGH GROUND. Price \$5500.

Consider good property anywhere.

GRACE FREDERICKS,  
2521 First Ave., Los Angeles, Cal.

FOR SALE—

BUNGALOW, 1-ROOM, MODERN, UP-TO-

date, all built in effects, cement porch, hardwood floors,  
new gas, your choice, your own terms. T. A. Bell, 440-41  
Hill St., Los Angeles, Cal.

FOR SALE—

1-ROOM BUNGALOW, ALL IMPROVEMENTS ONE

FOR SALE—

House.

FOR SALE—BEAUTIFUL HOMES. WE HAVE THE LARGEST  
listing in the city. Call and see us.  
THE LOCATOR, DILLON & BENFORD,  
402 Union Trust Bldg.

FOR SALE—IF LOOKING FOR A HOME IN THE BEST  
section of the city at the right price, talk with F. M.  
RUNKLE, Pico and Oxford, 21275, West 5th

FOR SALE—HOUSES AND LOTS IN ANY PART OF SOUTH-  
ern California. Est. 25 years. F. G. WEIK & CO., 300 H.  
W. Hellman Bldg.

FOR SALE—

City Lots and Lands.

FOR SALE—

WE SELL.

BUY.

LEASE OR

MANAGE

F-R-O-P-E-R-T-Y.

IN ANY

PART

OF THE

CITY OR

COUNTRY.

How about that real estate you have been trying  
to sell for years?

We can find a purchaser or sell any other kind of  
property you may have to offer. We handle real es-  
tate of any kind, anywhere, and guarantee

SATISFACTION.

Perhaps you have been looking for a farm, ranch,  
city realty, a summer home, a hotel or a factory. If

you wish to buy property of any kind, tell us what you  
want and where you want it. We will find it for you

and buy it at a price that will please you.

EXCHANGE OUR SPECIALTY.

JONES CUTTER CO.

530 Higgins Bldg.,  
Los Angeles, Calif.

FOR SALE—BY MAIL, LOTS IN BEACHWOOD PARK, HOLLY-  
wood, all in the city of Los Angeles. \$250 and up, including  
first class street work all paid for—\$10 down and \$10 per month,  
interest at 4 per cent. in deferred payments.

READ THIS OFFER UNPARALLELED—We will sell you a lovely  
Beachwood Park—You decide upon the price you desire to pay  
and write us enclosing \$10 first payment, which will hold the lot  
for 30 days to give you time to investigate. We will select the lot  
according to the price you name, and if you want to exchange it  
for any other lot in the tract according to schedule of prices we  
will exchange, or should you decide not to purchase at all within  
30 days, we will return your deposit.

BEACHWOOD PARK is a charming Foothill Tract, within the  
city limits of Los Angeles; GRAND ELEVATION and VIEW.  
The lots are large, few are less than 50 foot frontage. The tract  
will have gas, water, electricity and telephone. Ideal lots for a  
home or for investment. NONE within the city of Los Angeles  
that can compare with these. The above offer is made as a guar-  
antee to the purchaser at a distance, making him absolutely safe  
and is made to show our good faith, and a guarantee of our  
representations. We have been established since 1854, and refer  
you as to our standing and integrity to California Savings  
Bank and Central National Bank, or commercial agencies here.  
We have only 140 lots. It will not take long to dispose of them  
on these most liberal terms, therefore you should act quickly.  
Remit today.

Los Angeles is the most wonderful city in the world today and  
its growth and future greatness is almost limitless. An invest-  
ment in a lot in Beachwood Park is safer than money in the  
bank, with vastly greater profits absolutely assured. Address  
all communications to Subdivision Department,  
ALBERT H. BEACH CO.,  
214 Douglas Building,  
Los Angeles, Cal.

FOR SALE—

THE ONE BEST BUY

IN CALIFORNIA TODAY.

THE ROOSEVELT COURT TRACT

AT PASADENA.

Lots in brick demand, selling from \$50 up. Fifty beautiful level  
lots located one block from Colorado street in the popular resi-  
dential district, close to new \$50,000 High School. Values increas-  
ing rapidly. Half cash, balance easy terms. If interested in Cali-  
fornia property, communicate with

JOHN K. SKELEY,  
312 Story Building, Los Angeles,  
Formerly of Pittsburgh, Pa.  
Member Los Angeles Realty Board.

FOR SALE—CITY ACREAGE—WE HAVE HAD LISTED WITH

us 4 acres of ground improved with a large home in the  
West Adams Section, the price of which is \$40,000. The value  
is in the land only. For high-class residence lots see CHAS. H.  
DOUGHERTY, Broadway Realty Company, Member of Cham-  
ber of Commerce and Los Angeles Realty Board, 519 O. T.  
Johnson Bldg.

FOR SALE—BIG BARGAIN. WE HAVE A LOT IN THE

Wilshire District, near Vermont and Clinton streets, which  
we can guarantee to be the best bargain offered in that dis-  
trict for many a day. For high-class residence lots see CHAS. H.  
DOUGHERTY, Broadway Realty Company, Member of Cham-  
ber of Commerce and Los Angeles Realty Board, 519 O. T.  
Johnson Bldg., Los Angeles, Cal.

FOR SALE—CORNER LOT—324x150—ON HIGH GROUND

with a stone wall in front; on the Hollywood car line about  
10 minutes' ride from 4th and Hill streets. Price, for quick  
sale, \$1500. This is the best buy in the city. CHAS. H.  
DOUGHERTY, Broadway Realty Company, Member of Cham-  
ber of Commerce and Los Angeles Realty Board, 519 O. T.  
Johnson Bldg., Los Angeles, Cal.

FOR SALE—

320,000—40x125, 2 frontages on paved street, close in; finest

for hotel.

\$1000—30x125, close in apartment-house site.

\$1200—30x150, apartment-house site.

\$1000—30x150, all in fruit trees and water.

\$250—40x125 on Compton ave. Close in.

\$500—60x125, fine location.

OSCAR LEUSCHNER, 326 So. Spring st., Los Angeles, Cal.

FOR SALE—

City Lots and Lands.

FOR SALE—

SPECIALLY ATTRACTIVE FEATURES

About this

Corner of 30th and Hoover sts.

2 1/2 acres of ground.

House, barn, etc.

Gas and electricity available.

Subdividing right across street.

50, yellow car.

In the fastest growing section of the city.

Worth investigating.

SEE

MOUSER & WAIDLER,

WITH SWANK & LETTON,

329 S. Hill St.

Los Angeles, Cal.

"WATCH OUR ADS."

FOR SALE—

Acres for Subdivision.

FOR SALE—

50 ACRES.

ON SOUTH PARK AVE.

Near Manchester Ave.

Water developed.

House, barn, etc.

On line of municipal railroad.

1/4 mile fronting on South Park Ave.

1/4 mile fronting on San Pedro St.

\$1500 an acre. Terms.

SEE MOUSER & WAIDLER,

WITH SWANK & LETTON,

329 S. Hill St.

Los Angeles, Cal.

"WATCH OUR ADS."

FOR SALE—

30 MINUTES FROM CENTER OF CITY

70 ACRES

Exclusive offering of the MOST ATTRACTIVE, BEST LO-

CATED, CLOSEST in subdivision or investment acreage avail-

able today.

This property has at hand every demand of the exacting in-

vestor and home builder. Best of P. E. car service. Frontage

on good roads, boulevard system, climate, soil, water, electri-

city, gas, drainage and unexcelled view.

The only undivided estate in that beautiful section. A de-

mand from the investor and home seeker already created.

Needing only your capital and energy for a limited time to

compound itself to your greater financial advantage. An ex-

ceptionally attractive opportunity offered for a limited time at

a price for immediate sale. Closing of an estate.

P. J. HUMMEL & CO.,

127 West 3rd st.

FOR SALE—WE FURNISH FREE INFORMATION CONCERN-

ing tracts of California land suitable for subdivision in all sec-

tions of the State. This Bureau has in its files reliable infor-

mation concerning all localities and will advise prospective purchasers

as to products best adapted to each, approximate yield per acre,

land values, selling prices of products, soil and water conditions

and any other information desired. Correspondence solicited and

all inquiries cheerfully answered. PACIFIC HOMESSEKERS

BUREAU, Herman W. Hellman Bldg., Corner Fourth and Spring

streets, Los Angeles, Cal.

FOR EXCHANGE—

Business Property.

FOR EXCHANGE—

\$15,000—32x115 to alley, fine corner; industrial district on

S. P. and Santa Fe Railroads; improvements worth \$5000;

good income; mortgage \$3000 6 1/2 per cent.

\$5000—25x100 to alley; 2 stores and 2 flats; income \$50 per

month; mortgage \$2500; will trade equity in both properties

for apartment-house lot or apartment-house land or lots or

what have you?

\$12,000—70x130 to alley; 3 stores and 10 rooms above; good

income; mortgage \$4500; will take some clear land or lots or

cottage as part.

\$15,000—41 acres all in alfalfa; no irrigating; best soil, large

frontage on county road; 2-story modern house; 10 miles from

Los Angeles; fine income; will take good apartment-house

lot from \$10,000 to \$15,000 as part.

\$4000—100 acres fine soil in Kings county; mortgage \$2000,

6 per cent.; will trade equity for or near Los Angeles cottage

or lot.

OSCAR LEUSCHNER, 326 So. Spring st., Los Angeles.

FOR EXCHANGE—

FLAT BUILDING.

Near First and Beaudry ave.

Modern four-flat building of four rooms each; lot 50x150;

paved street, walking distance. New First street tunnel will

add greatly to the value of this property.

Price \$12,750.

Owner wants good well located residence.

See Mr. Edwards with

MINES & FAIRISH,

355 South Hill street.

FOR EXCHANGE—

\$45,000.

Some very close in Los Angeles business property. Owner

wants good Denver property in value from \$5000 to \$45,000.

Owners only.

DARLING BROS.,

630 Merchants Trust Bldg.

FOR EXCHANGE—10-STORY OFFICE BUILDING SPRING

fine corner, paying 5 per cent. on \$400,000. Price asked; want

eastern for half; balance long time; low rate; also another of-

ice building Spring, income \$45,000 per year; price \$550,000;

want eastern for half, balance long time, easy rate; lot 100x

150. JONES, 242 Byrne Bldg.

FOR SALE—

Government Land and Script.

FOR GOVERNMENT AND SCHOOL LAND IN ARIZONA

that has the O.K. of one of the most prominent farmers in

the San Joaquin Valley, see CHARLES H. DOUGHERTY, 519

O. T. Johnson Bldg., northeast corner of 4th and Broadway,

Los Angeles, Cal.; member of Chamber of Commerce and

Los Angeles Realty Board. Open evenings from 7 to 9.



## Classified Liner.

## FOR SALE—

Country Property.

**FOR SALE—CALIFORNIA—A HOME IN SOUTHERN CALIFORNIA** with a handsome income from grapes, citrus fruit, apples or peaches, is still within the reach of everyone of modest means. In Escondido Valley (near San Diego) prices are only about 1-3 what is asked wherever lands of equal fertility have been widely exploited. Escondido Valley has the richest chocolate loam soil and finest climate in the State, but so far has not been much advertised. So YOUR OPPORTUNITY IS NOW. A strong responsible company, whose officers have had 25 years of practical, successful experience in fruit-growing and live right here, will sell you land outright or plant it and care for it till you are ready to come here. Easy monthly or yearly payments. Escondido has fine schools, churches, library, stores, banks, packing-houses, electricity, telephones, etc. The "Sun Kiss Vale" of Escondido is one of the most beautiful spots in California and the climate is most delightful and healthful. Get our illustrated booklet. It's free. Write W. E. ALEXANDER, Pres. Escondido Valley Land and Planting Company, Box T, Escondido, Cal.

## FOR SALE—

I SELL THE EARTH.  
R. S. BASSETT.

25 years in Real Estate business in Los Angeles county.  
Stock ranch, 4000 acres, 500 tillable. Oak trees. Price \$10 per acre.

4000 acres farming and dairy land. River running through it. \$35 per acre.

773 acres, 100 acres good orange land, 8 acres bearing oranges, balance fine stock ranch, abundance of water, 1-4 interest in 500 inches. Also several living springs. \$15,000, terms.

R. S. BASSETT,  
202 1/2 South Broadway.

## FOR SALE—

BALDWIN RANCH.  
SERVICE BROS.,  
Sales Agents.

This famous old ranch, containing thousands of acres of California's most fertile land is being subdivided into small lots, to suit the homemaker or will be sold in large tracts to syndicates. It will be a sure and profitable investment. Do not let this golden opportunity slip past you, but buy 5 acres or more of this productive land. It is suitable for ORANGES, WALNUTS, ALFALFA, any other California product. Price \$300 per acre and up. Easy terms. It's within easy distance of Los Angeles, and scores of other towns.

SERVICE BROS.,  
Sales Agents,  
302 Frost Bldg., 145 E. Broadway.

## FOR SALE—

220 ACRES  
NEAR ORANGE

This is a fine piece of land where water can be had at easy pumping distance—now standing from 5 1/2 to 6 1/2 feet from surface, is considered good orange and walnut land; prospective purchasers will pass through some of the best orange and walnut ranches to reach this land. As a sub-division proposition the opportunities are unlimited, as many people would be glad to get from 2 1/2 to 5 acres in this tract. The chance for the investor to make 100 per cent. on his investment. For subdivision propositions see CHAS. H. DOUGHERTY, BROADWAY REALTY CO., Member of Chamber of Commerce and Los Angeles Realty Board, 519 O. T. Johnson Bldg. Los Angeles, Cal.

## FOR SALE—

RANCHES—ALFALFA, DAIRY,  
GROVES—ORANGE, LEMON, WALNUT,  
ORCHARDS—OLIVE, APRICOT, ALMOND.

Foot-hill orange groves for profit.  
Perris Valley lands, where ten tons to the acre of alfalfa is raised. California: Where is it? East of Colton on S. P. Ry.

What is it? Finest subdivision in Southern California. Land at \$125 per acre, abundance gravity water. No land better adapted or more profitable for Almonds, Olives, Apricots or Peaches, crops of sweet potatoes, peanuts, etc., between two years for land.

W. S. MALONE—Western Realty and Investment Co.  
A. F. N. HAMBLETON—223 E. Hill st., Los Angeles, Cal.  
Members Chamber of Commerce, Los Angeles Realty Board.

## FOR SALE—

CALIFORNIA OR MEXICAN LANDS FOR SUBDIVISION OR RANCHING. IF YOU WANT A SMALL RANCH ANYWHERE IN CALIFORNIA, WE HAVE IT. IF YOU WANT LARGE ACREAGE ANYWHERE IN CALIFORNIA FOR SUBDIVISION OR COLONIZATION, WE HAVE IT. WE ALSO HAVE EXTENSIVE LISTINGS OF BOTH LARGE AND SMALL MEXICAN RANCHES. WRITE US.

C. M. WOOSTER CO.,  
312 LAUGHLIN BLDG.,  
LOS ANGELES, CAL.

**FOR SALE—42500—5 acres, close to good town, only 17 miles out of Los Angeles.** The very best of soil—suited for chickens or gardening. An opportunity to secure a home and income cheaply. There are no buildings on this, but plenty of water for irrigation.

\$10,000—20 acres 2 1/2 miles from Los Angeles; close to a fine electric car line, schools and churches. Land well adapted to oranges or walnuts. A splendid new 10-inch artesian well. A snap.

WE HAVE A LARGE LISTING OF IMPROVED AND UNIMPROVED RANCHES AND WILL GIVE YOU VERY BEST SERVICE IN THE SELECTING OF A HOME BEST SUITED TO YOUR NEEDS. Write us fully as to what you want.

DARLING BROS.,  
420 Merchants Trust Building,  
Los Angeles, Cal.

**FOR SALE—PACIFIC HOMESSEKERS BUREAU WILL FURNISH** free information concerning California country property in all sections of the State. This Bureau has in its files reliable information concerning all localities and will advise the homemaker as to the products best adapted to each, the approximate yield per acre, land values, selling prices of products, soil and water conditions and any other information desired. Correspondence with prospective California homeseekers solicited and all inquiries cheerfully answered. PACIFIC HOMESSEKERS BUREAU, Herman W. Hellman Bldg. Corner Fourth and Spring sts., Los Angeles, Cal.

**FOR SALE—440 ACRES NEAR BAKERSFIELD UNDER THE** State Canal with a never failing water supply, rich soil. Price \$75 per acre. CHAS. H. DOUGHERTY, Broadway Realty Company, Member of Chamber of Commerce and Los Angeles Realty Board, 519 O. T. Johnson Bldg., Los Angeles, Cal.

## FOR SALE—

Country Property.

## FOR SALE—OWENS VALLEY BARGAINS.

25 acres, level, fertile soil. Good house, barn, corral and fence; some fruit, well for domestic purposes, abundance of water. Adjoining well improved places, and only 4 miles from Bishop, the principal town of the valley. Can deliver for \$250.

100 acres, level loam soil, well adapted to alfalfa, potatoes and general farming. Fenced, good water right, 8 miles from Bishop and 2 miles from station. Can deliver for \$25 per acre.

100 acres, all under cultivation, level, productive loam soil. House, barn, outbuildings, fences, and a splendid water-right consisting of 2 1/2 inches. Only 6 miles from Bishop and 2 miles from station. Can deliver for \$2000, and make terms of 1/4 cash.

250 acres, level and productive. No waste land. Especially adapted to alfalfa, potatoes, general farming and fruit, fenced and cross fenced. Abundant water-right. Only 2 miles from station and 7 miles from Bishop. Can deliver for \$25 per acre and make terms of 1-3 cash.

1200 acres, level as a floor, very productive virgin soil. Only 8 miles from Bishop and 2 miles from station. Abundance of water. Soil is adapted to alfalfa, potatoes, cereals and fruits. This would make a splendid stock or general farm, or an attractive proposition to subdivide and resell in parcels. It will double your money any way you handle it. Can deliver for \$25 per acre and make terms of 1/4 cash.

1200 acres—This is one of the best ranches in the State. Soil is the best, adapted to alfalfa, fruit and general farming. Property is in a high state of cultivation. Abundant water right. Improvements are strictly modern affording an ideal gentleman's home. The improvements alone could not be duplicated for less than \$20,000. Orchards adjoining this farm can't be bought for \$1000 per acre. Can deliver this property with a large complement of stock and tools for \$150,000.

This Valley with its fertile soil, abundance of pure mountain water and ideal climatic conditions, offers the most attractive field for land investment tributary to Los Angeles. Booklet and complete information at our office.

J. N. WILLIAMS & COMPANY,  
303 I. W. Hellman Bldg.,  
411 South Main Street,  
Los Angeles, Cal.

**FOR SALE—CALIFORNIA. THE HOME-MAKER'S FINEST** opportunity today is in the Escondido Valley (near San Diego) the garden spot of Southern California. Lands one-third the price of those in districts comparable as to soil, water and climate. A 5 or 10-acre tract planted to grapes, apples, peaches, lemons, oranges or grapefruit, will in a few years bring a good income. Easy monthly or yearly payments. A beautiful country to live in and the most healthful and enjoyable climate on earth. Escondido, a prosperous city of about 2000, has fine schools, churches, banks, stores, library, packing-houses, electricity, telephones, etc. Land planted and cared for, if you wish, by a strong, responsible company whose officers have had 25 years of practical, successful experience and live right here. If you are looking for a home and a living in a country and climate where life is a real pleasure, write at once for our illustrated booklet telling all about this "Sun Kiss Vale." Address W. E. ALEXANDER, Pres. Escondido Valley Land and Planting Co., Box T, Escondido, Cal.

## FOR SALE—

1000 ACRES

SAN JOAQUIN VALLEY

AN ABUNDANCE OF WATER

RICH SOIL

LOCATED ON RAILROAD

IS ONE OF THE BEST COLONIZATION TRACTS IN THE STATE.

PRICE \$5 PER ACRE

ONE-FOURTH CASH—BALANCE 2, 4, 6, 8 YEARS.

PIERCE &amp; ANDERSON,

420-21 STORY BLDG.,

MAIN 6127—HOME 1036.

## FOR SALE—

LANE COMPANY.

One of the oldest country Real Estate houses in the State.

APPLE AND FRUIT LAND

\$25 AN ACRE.

\$100 to \$120 cash.

\$10 to \$15 a month.

NO INTEREST OR TAXES.

Less than 100 miles from S. F.

1 1/2 miles from Station. Selling Rapidly.

10 ACRES WILL MAKE YOU INDEPENDENT.

For illustrated booklet write to LANE CO., 422 Market st. San Francisco.

## FOR SALE—

15 ACRES

WALNUT RANCH.

Right in the heart of the Elmonte District in full bearing soft-shell walnuts; trees from 16 to 20 years old. East Whittier Water Power Company stock; \$1400 worth of walnuts per year, making an income of 10 per cent. net. For high-class walnut and orange groves see CHAS. H. DOUGHERTY, BROADWAY REALTY COMPANY, Member of Chamber of Commerce and Los Angeles Realty Board, 519 O. T. Johnson Bldg., Los Angeles, Cal.

## FOR SALE—

7000 acres—Tulare County—Improved. Price \$500,000 on terms. CHAS. H. DOUGHERTY, Broadway Realty Company, Member of Los Angeles Realty Board and Chamber of Commerce and Los Angeles Realty Board, 519 O. T. Johnson Bldg., Los Angeles, Cal.

## FOR SALE—

Country Property.

## FOR SALE—

—FARMERS—

WANTED

FOR

SOUTHERN PACIFIC LANDS  
CALIFORNIA, NEVADA, UTAH.

LOW PRICES

ONE-TENTH CASH—

TEN YEARS TIME.

FOR FULL PARTICULARS—

WRITE OR CALL ON—

C. E. WANTLAND,

GENERAL SALES AGENT.

410 GROSSE BUILDING, LOS ANGELES.

## FOR SALE—

COMING TO CALIFORNIA?

Of course you are. You will naturally want to visit Los Angeles and just as naturally want to look into the merits of the surrounding land. It is always good judgment to see a specialist in any line. We have had many years' experience in handling California land and can advise you correctly regarding same.

How would you like to own one of the following properties in this land of sunshine and flowers?

7 acres  
Price \$12,500.

One acre in Valencia Oranges; balance Nevada, 12 years old, 2500 boxes picked this last season. A fine crop now on the trees. Abundance of water. Modern five-room bungalow, lawn, flowers, etc.

This property is located near the foothills at beautiful Glendora.

15 acres  
Price \$14,000.

All up-to-date improvements. Close to High School and electric line; 11 miles east of Los Angeles, in the San Gabriel Valley. A well built modern house, barn, plenty of fruit from windmill and tank; 25 horse-power pumping plant. Choice house. Corral, team of horses, mowers, cows, chickens, turkeys, etc.

We have many fine properties of all descriptions for sale at exchange and can satisfy the most exacting client. Give us a call and be convinced.

MR. KENDALL,  
With the JAMES R. H. WAGNER CO.  
Members Los Angeles Realty Board,  
229 South Hill street.

After Jan. 15th we will be located at No. 431 South Spring st. second floor.

## FOR SALE—

ORANGE AND LEMON LAND

WALNUT LAND

LA PUENTE VALLEY

AN UNUSUAL OPPORTUNITY FOR PROFITABLE INVESTMENT TO THOSE WHO TAKE ADVANTAGE OF PRESENT LOW PRICES.

STRICTLY HIGH CLASS CITRUS LAND.

A MOST PICTURESQUE LOCATION FOR A COUNTRY HOME. Only 30 minutes from the center of Los Angeles. 5 and 10 acre tracts; soil, water and climatic conditions perfect.

LET US TELL YOU MORE ABOUT OUR LAND, or show you the property at an early date; then compare it with all the others.

MASON & MOON COMPANY,  
Members Los Angeles Realty Board,  
510-512 Central Bldg.,  
Corner Main and Sixth Sts. Bldg. 62.

## FOR SALE—

SOUTHERN CALIFORNIA LAND

450 acres—close to city, absolutely the richest, best soil of all obtainable. Water available. Will grow anything. Price \$50 per acre. TERMS.

50 acres—perfectly rich and level. Water close to surface—no need of soil—one of the best investments that we have. A very small payment will handle this. A release clause to each acre. Now if you are really wanting an investment, don't wait too long. You will find no more of this kind of property for the price we ask at once.

J. S. WATBRIGHT & CO.,  
732-734 CONSOLIDATED REALTY BLDG.,  
SIXTH AND HILL STREETS.

MEMBERS LOS ANGELES REALTY BOARD

## FOR SALE—

ALFALFA AND DAIRY RANCHES.

51 acres Chino district, 60 acres good stand alfalfa, balance pasture land, green the year around, ideal dairy ranch; house and barn, abundance of water. Price \$22,000.

50 acres fine stand 3 year old alfalfa, completely equipped for a dairy ranch, the finest of the Chino Valley, all new improvements. Price \$42,500. Mortgage \$14,000, want good eastern farm, loan preferred, for equity.

50 acres fine stand of alfalfa between Pomona and Chino, good pumping plant, abundance of water. Price \$22,750. 1/4 cash and balance easy payments.

60 acres, 7 acres fruit, balance in perfect stand of alfalfa, good pumping plant, abundance of water, house, large barn. Price \$20 per acre.

55 acres, 100 acres in alfalfa, 2 wells and pumping plant, balance of land being farmed to grain, fine citrus land, adjoining land selling at \$200 and \$300 per acre. We can deliver this at \$175 per acre, \$2500 cash, balance easy.

BRADLEY &amp; HILLS.

Pomona Office  
111 W. Second St.  
Both Phones 441.

320-1 Story Bldg.  
Sixth and Broadway  
Main 625. F.M.

**FOR SALE—25 ACRES BETWEEN THE CITY AND THE SEA.** large pumping plant which furnishes enough water for entire tract; best subdivision proposition on the market. Price \$100 per acre, being right on car line. CHAS. H. DOUGHERTY, Broadway Realty Company, Member of Chamber of Commerce and Los Angeles Realty Board, 519 O. T. Johnson Bldg., Los Angeles, Cal.

**FOR SALE—FIRST-CLASS ALFALFA WITH TWO RIVERS.** Riverside water to the acre; 100 or twenty-acre tracts; 10 per cent. cash, balance 1 per cent. Also 17 1/2 acres Round and Valencia Oranges. Located at Orange, Cal. Apply to F. W. Alden, 425 North Raymond Ave., Pasadena, Cal. owner.



## Classified Liners.

**FOR SALE—**  
**Country Property.**  
**LAND FOR EVERYONE.**  
**FINEST INVESTMENT EVER OFFERED.**  
**BUY REAL ESTATE AND MAKE MONEY.**  
**A FEW BARGAINS.**

Just an acre, just outside city limits. Fine soil ever seen. Good house, good well, also city water, chicken coops, nice orchard, ideal for a chicken ranch. Price \$2500.

Five acres near Fullerton in excellent orange district. Fine sandy soil, nice 4-room house, barn, well for domestic use, water for irrigation. Price \$5500.

Five-acre tract at Richfield, 45 minutes from Los Angeles east (Fullerton on Kite Shaped Track). Finest sandy loam soil and abundance of water. Location, soil and climatic conditions the best for oranges. Will raise anything grown in Southern California. If planted to oranges, will be worth double in a year's time. While your trees are growing, you can raise high garden truck between the trees to make your payments a good living besides. Only \$250 per acre with water.

Large orange grove in the very heart of the finest Valencia district in the State. All in full bearing trees, modern 6-room house, barn, 10 shares water stock in the best irrigation system of horses, plow and implements. One of the biggest income producers on the market. Price \$15,000.

Large, good water-bearing land near Anaheim, sandy loam soil. Price \$5000.

Large near Artesia with good new house, barn, flowing well of windmill, water piped to house and all over grounds. Excellent for alfalfa, vegetables or deciduous fruits. Price \$3000.

Large orange grove, ideal home and fine investment. All in full bearing trees, located on the boulevard near Fullerton. Excellent 8-room house, beautiful grounds, strictly modern, barn and chickens, chicken houses for several hundred chickens, cement floor for irrigation. Price \$40,000.

Large alfalfa ranch near Whittier, one-eighth mile from electric line. Fine pumping plant, producing 100 inches of water, good well, barn, stanchion for 30 cows. Price \$18,000.

Large ranches of all descriptions to suit all pocketbooks. Unimproved and Improved. Terms to suit purchaser.

JACOB STERN,  
404 Pacific Electric Bldg.

**FOR SALE—**  
**SOUTHERN CALIFORNIA LANDS**  
**ORANGE AND LEMON GROVES**  
**ALFALFA AND STOCK RANCHES**

**YOUNG VALERIA ORANGE GROVE**  
20 ACRES—\$22,500.  
"Summer" Orange, marketed July to November. Valencia trees earn from \$200 to four to \$1500 at 15 years of age. THIS IS A "COMER," located on Interurban Electric Line, AN HOUR FROM LOS ANGELES. In the city of 2000, delivers everything daily. FINE HIGH AND GRAMMAR SCHOOLS. Beautiful MOUNTAIN VIEW. Fine Community. Abundant Water. NO FLOOD.

OTHERS, five to one hundred acres. COVINA, CHARTER OAK, SAN DIMAS, GLENDALE, WHITTIER, FULLERTON, PLACENTIA, DARTMOUTH, RIVERSIDE, SANTA PAULA. ALL CONVENIENT TO LOS ANGELES.  
\$20 PER ACRE TO \$40  
Los Angeles County. Finest APPLE, PEAR and ALFALFA LAND. Three hours from Los Angeles. Tracts from 20 to 500 acres. Fine water supply. Artesian wells. THIS LAND WILL BRING \$50 PER ACRE BEFORE LONG.  
ALFALFA—\$20 PER ACRE—ALFALFA  
Abundant water, piped all over. GOOD STAND. Tulare county. Nice Community. YOU CANNOT MATCH IT ELSEWHERE. Tracts 20 to 100 acres.

**WALNUTS—ENGLISH—WALNUTS**  
Partly acres, on Electric Line, 25 minutes from my office. \$50 PER ACRE. Thirty acres, same vicinity. \$25,000. CHEAPEST PICK-UPS IN THE COUNTRY. CHEAP ABUNDANT GRAVITY WATER.

**ORANGE—LANDS—LEMON**  
\$20 to \$50 per acre, close to Los Angeles. Farther out, \$10 to \$15 per acre in larger tracts.

**STOCK RANCHES**  
100 ACRES—Santa Barbara County, 20,000 cords Oak Timber. Fine Water Supply. \$25 PER ACRE.  
1767 ACRES—\$25.  
10 miles from Los Angeles 600 acres finest Walnut and Fruit Land. Balance rolling. Fine horse, mule and cattle ranch.  
600 ACRES—\$125,000.  
Best Stock Ranch in Southern California. Ventura county. On land, Stream, Timber. Good Buildings.  
CAN SUPPLY WHAT YOU WANT

**CAPABLE, RELIABLE, HONEST, REPRESENTATIVES**  
ALL OVER SOUTHERN CALIFORNIA. I SELL NOTHING WHICH I DO NOT KNOW TO BE ABSOLUTELY GOOD AND WORTH THE MONEY. CAN REFER INQUIRERS TO OTHERS I HAVE SOLD PROPERTIES TO.  
24 YEARS IN SOUTHERN CALIFORNIA.  
H. J. RUTHER,  
128 Union Trust Bldg., Los Angeles, Cal.  
Fourth and Spring Streets.

**FOR SALE—**  
**OUR FINE WATER PLANT**  
**IS COMPLETE.**  
**AUTOMOBILE LEAVES DAILY.**  
**FOR**  
**THE CREAM OF**  
**BALDWIN'S RANCH.**  
**HALF MILE FROM ARCADIA.**  
**350 ACRES.**

Subdivided into 1 to 10-acre tracts. First-class soil; fine for oranges, fruit, alfalfa, nuts or berries; abundance of free mountain water piped over the entire tract for irrigation and domestic use; price 25 per acre, less than adjoining property of equal value; easy access; lots across the street, \$2500, sold for same price that we ask for each acre. Call for booklet and map.

M. M. DAVIDSON & SON,  
(Sole Agents.)

314-315 Trust and Savings Bldg.

Sixth and Spring Sts.

**FOR SALE—ONE OF THE FINEST 155-ACRE IMPROVED**  
ranch in Southern California; will take one-half in cash, or will sell on easy terms.

BEN WHITE,  
304 Bryson Block.

## FOR SALE—

Country Property.

FOR SALE—

\$14,500

ELEGANT RANCH WITH  
MODERN IMPROVEMENTS

15 acres, splendid improved, located right at station, only 45 minutes' run from Los Angeles, fare 25c. between two fine towns and on main old boulevard and nice corner, elegant 7-room modern house, fine electric light, bath, toilet and lavatory fixtures, hot and cold water, wide veranda entire front, screen rear porch, nice fireplace and mantel, all hard-finished and in fine condition; house surrounded by beautiful shrubbery, ornamental trees, lawn, cement walks, etc.; good large barn, chicken houses and runs, storehouse, fine pumping plant, tank and water piped into house and over grounds; also a 25 H.P. electric pumping plant, one of the finest in the country with underground cement pipe line for irrigation; 12 acres in the finest RUDDLED WALNUTS, 8 years old, strong thrifty trees, from which the nuts command the highest price, 3 acres in 4-year trees.

The entire 15 acres lies as pretty as a picture and irrigates perfectly. No better soil in California, being a deep, rich mellow loam. Included is a good team, harness, wagon, buggy, all farming implements and tools; splendid cow, chickens, in fact, the place is COMPLETELY EQUIPPED. THIS IS A BARGAIN FOR SUCH A HIGH-CLASS PROPERTY, AND IT'S RAPIDLY INCREASING IN VALUE, with splendid income. Reasonable terms.

WILLIAMS BROS. CO.,

224 H. W. Hellman Bldg., Fourth and Spring.

A275—Main 630.

FOR SALE—

\$1000.

\$1000.

\$1000.

BUYS 20 ACRES IRRIGATED LAND

PERPETUAL WATER RIGHT.

CROP PAYMENT PLAN.

SITUATED IN WONDERFULLY FERTILE SONORA RIVER DELTA, ONLY FOUR MILES FROM CITY OF HERMOSILLO, MEXICO, AND ADJACENT TO MAGNIFICENT ORANGE AND LEMON GROVES, TRUCK GARDENS AND ALFALFA FIELDS. SUPERIOR CORN, BEAN, WHEAT LAND. RAILROAD FACILITIES THE BEST. READY MARKETS AT HAND. 30 HOURS IN FULLMAN FROM LOS ANGELES. NO CHANGE CARS. REDUCED ROUND TRIP RATES TO OUR PARTIES. HARE OPPORTUNITY FOR RANCHER OF LIMITED MEANS. ILLUSTRATED BOOKLET FREE.

C. M. WOOSTER CO.,

312 LAUGHLIN BLDG.,

LOS ANGELES, CAL.

FOR SALE—

\$1000.

\$1000.

\$1000.

EARLY ORANGE LANDS

TERRA BELLA AND RICHGROVE.

\$1000.00 PER ACRE

Located in the Early Orange Belt of Tulare county. An absolutely proven district. Not presumably an orange locality, but in the heart of what is today the greatest producing early orange belt in the State. Fine soil, abundance of water, all conditions ideal for growing ORANGES, OLIVES and all varieties of deciduous fruits. These lands offer inducements you cannot afford to overlook, sold on easiest kind of terms.

\$11.63 DOWN, AND

\$11.63 PER MONTH

buys ten acres. If you are in the market for a first-class piece of land, see this district before you buy. Call or write for illustrated booklets and maps.

ENGLISH FRANCIS CO.,

212-213 H. W. Hellman Bldg.

A5015. Broadway 2738.

**FOR SALE—FINE INVESTMENT AND SUBDIVISION.**  
\$20,000—48 acres near El Monte; all in alfalfa; no irrigating; large frontage on county road; 8-room modern house and large barn; best soil in California, worth \$1000 per acre. Will take good apartment-house lot as part.

\$23,000—27 acres best soil Santa Ana car line; 6-room modern cottage and barn; fine well. 2 acres in fruit trees; best buy near Los Angeles.

\$11,000—20 acres all in alfalfa; soil first class; 6-room house and barn near Santa Ana car line; fine well; half cash.

\$3500—4½ acres best soil near car line; 4 miles south from city limits.

\$4000—160 acres fine soil Kings county, near Hanford; \$2000 down, rest on easy terms.

OSCAR LEUCHNER, 324 So. Spring st., Los Angeles.

**FOR SALE—**  
**AT \$5 PER ACRE.**  
**VALLEY LANDS NEAR RAILWAY.**

Deep rich soil adapted to alfalfa, general farming and fruit culture. Ample water for irrigation; fine climate; rapidly developing district. Terms 1-5 cash, balance long time.

We are subdividing our extensive land holdings in one of the most fertile and beautiful valleys in SOUTHERN CALIFORNIA affording, positively, your last opportunity for securing in this "Garden of Eden" good land at a low price.

ORCHARD VALLEY LAND CO.,  
Suite 528 Consolidated Realty Bldg.

**FOR SALE—ARE YOU THE PARTY? I HAVE ABOUT 500**  
acres of land in Southern California, that for certain reasons, is very valuable, which I can't handle, could be divided if desired.

Let me show you that by an investment of less than \$25,000 you can make more than \$50,000 within five years, and after that any bank. Plenty time for investigation. C. H. SHEPARD, 521 W. First st., Los Angeles, Cal.

**FOR SALE—CALIFORNIA IRRIGATED FARMS.**  
Dairies, fruit, fine stock and plenty of water for them soon makes independent farmers in the Great San Joaquin Valley. We have a newly subdivided large tract on the railroad near good, well developed country. Sure water, sure crops. 40 acres up, \$75 per acre, terms. Send for information. THORNE-HILL INV. CO., 529 Story Bldg., Los Angeles.

**FOR SALE OR EXCHANGE—160 ACRES LEVEL LAND IN**  
Sulphur Springs Valley, 9 miles northwest of Wilcox, Ariz., all fenced and cross-fenced, 40 acres under cultivation, 4 acres orchard and 3 acres alfalfa; lots of grapes and berries of all kind, new pumping plant, small house, barn, chicken house, yards, ground tank 70x90 ft. Purest of soft water, 4000 feet elevation. Will trade for hardware, groceries, house and lot.

J. O. MILLER, Huntington Park, Cal.

**FOR SALE—**  
For free information concerning suburban property, improved and unimproved, situated in all sections of the State address PACIFIC HOMESEEKERS BUREAU, Herman W. Hellman Bldg., 408 Spring and Spring streets, Los Angeles, Cal.

**FOR SALE OR EXCHANGE—**  
40 acres, level, fenced, buildings, water, small orchard. Price \$4000.  
Will consider good property anywhere.

GRACE FREDERICKS,

3501 Fifth Ave., Los Angeles, Cal.

**FOR SALE—HIGHLY IMPROVED 15-ACRE RANCH, 5 ACRES**  
oranges, 5 acres English Walnuts, 2 acres assorted fruits. Modern 7-room residence. Barn, garage, auto, horses, wagons, implements and poultry. Abundance of pure cheap water. 10 miles from Los Angeles. Electric line. Price \$21,000, ¼ cash. WILLIAM F. MAUER CO., 419 Story Bldg., A1520, Broadway 2500.

**FOR SALE—MY SPLENDID WEEKLY NEWSPAPER WILL**  
tell you many interesting things about California, its resources, development and matchless climate. Home-seekers' questions answered. 14 weeks for 10 cents. H. P. RISING, Publisher, Escondido, Cal.

**FOR SALE—\$20,000, TWO HUNDRED ACRES NEAR FRESNO,**  
Cal. Church, water, 67½ cents per acre per year. Will consider Los Angeles or Southern California clear for release. T. A. BELL, 440-41 Bradbury Bldg., Los Angeles, Cal.

**FOR SALE—CHOICE ALFALFA LAND IN THE FAMOUS TUR-**  
lock Irrigation District in 40 acre tract. Best of soil and cheap water. For full particulars write owner, G. W. MARKS, 616 Trust and Savings Bldg., Los Angeles, Cal. F4452.

**FOR SALE—\$15,000—60 ACRES OF GENERAL FARMING,**  
apple, pear and grazing land. Plenty of wood and spring water. In the foothills, 127 miles north of Los Angeles. W. J. BRYANT, 314 Pay Building.

**FOR SALE—440 ACRES SCHOOL LAND, SAN BERNARDINO**  
County, 35 per acre. Will divide and take some trade. T. A. BELL, 440-41 Bradbury Bldg., Los Angeles, Cal.

**FOR SALE—RANCHES OF ALL KINDS IN SO. CALIFORNIA.**  
Est 25 years. F. G. WEIK & CO., 300 H. W. Hellman Bldg.

## FOR SALE—

Suburban Property.

FOR SALE—

LANKERSHIM ACRES

ONLY 4½ MILES FROM LOS ANGELES

\$100 AND UP

—AN ACRE WITH WATER

EASY TERMS

A FEW ACRES AND INDEPENDENCE

1, 2, 3, 4 and 5-acre tracts

EVERY ONE COVERED WITH

FRUIT TREES

GO OUT AND SEE THE DEVELOPMENT GOING IN ON EVERY SIDE AND THE MANY SALES OF ACRES MADE DAILY.

YOU WILL BE SURPRISED AT THE IMPROVEMENTS. JUST WATCH LANKERSHIM ACRES, IF YOU ARE IN THE LAND OF THE LIVING WHEN THE NEW CAR IS IN OPERATION AND YOU WILL SEE SOMETHING YOU WILL NEVER SEE AGAIN.

BUY THIS LAND AND IN A SHORT TIME YOU WILL BE REWARDED WITH THE LARGEST PROFITS YOU HAVE EVER DREAMED OF.

EVERY ACRE OF OUR LAND IS COVERED WITH PEACH AND APRICOT TREES, WHICH PAY \$200 PER ACRE. YOU CAN ALSO PLANT POTATOES OR ONIONS BETWEEN THE TREES AND MAKE \$250 AN ACRE. THIS MAKES A TOTAL OF \$450 OR A PROFIT OF 250 PER CENT. ON YOUR INVESTMENT OF \$150, WHICH IS THE FIRST PAYMENT ON THE LAND, OR ONE-FOURTH OF THE PURCHASE PRICE.

JOSEPH KLEINHEIN IS JUST HARVESTING A FULL CROP OF POTATOES WHICH WERE PLANTED LAST AUGUST. FROM FIVE ACRES HE IS GETTING 235 SACKS PER ACRE, OR 1490 SACKS. AT THE PRESENT MARKET PRICE THIS CROP IS WORTH 12 PER SACK, OR \$3580 FROM FIVE ACRES, \$596 FROM ONE ACRE.

FREE TICKETS.

COME TO OUR OFFICE AND GET FREE TICKETS TO LANKERSHIM ON THE ELECTRIC CAR.

COME TO OUR OFFICE TODAY AND GO WITH US TO SEE THIS LAND.

PATTON & LONGLEY COMPANY (Inc.)

330 SOUTH HILL STREET.

LOS ANGELES, CAL.

A2318. MAIN 6278.

FOR SALE—

ELENEA ACRES

BETWEEN

LOS ANGELES AND VENICE

WITH ALL IMPROVEMENTS.

STREETS GRADED AND WATER PIPED TO EACH HALF ACRE. ALL THE WATER YOU CAN USE FOR 11 A MONTH. SOIL THE VERY BEST; GROW ANYTHING. JAN. 1ST TO FEB. 1ST (THIS MONTH ONLY) WE WILL SELL YOU A HALF ACRE FOR

\$10 DOWN AND \$10 A MONTH.

PLANT YOUR MONEY WHERE IT WILL GROW

SEE US THIS MONTH AND TAKE ADVANTAGE OF OUR EASY TERMS. LET US HEAR FROM YOU.

T. A. DE BOLT REALTY CO.,

402 SOUTH HILL ST.

(GROUND FLOOR)

LOS ANGELES, CALIF.

PHONES 4634; MAIN 1451.

MEMBERS LOS ANGELES REALTY BOARD.

Present this ad and save

\$50 on purchase price.

This month only.

FOR SALE—

BUY AN ACRE

near

THE BIG SAN PEDRO HARBOR.

\$9 MONTHLY PAYMENTS

PRICES RIGHT.

H. R. COVERT & CO.,

100 Trust and Savings Bldg.

Bkwy. 1412. Home A2813

Members Los Angeles Realty Board.

FOR SALE—

TEN ACRES

AND INDEPENDENCE  
Home place nearby with house and fruit enough to yield a living. Rare opportunity only \$400 cash needed, balance easy.

J. C. GREEN,

601 TRUST & SAVINGS BLDG. LOS ANGELES, CAL.

FOR SALE—FINE TWO-ACRE CORNER, HIGH GROUND ON Venice Short Line. Make offer. Owner. F4550; Main 1324.



## Classified Liners.

## FOR SALE—

Suburban Property.

## FOR SALE—

Eagle Rock.

## MOUNT HELENA TRACT.

Choice large residence lots from

No Interest. Terms 10 per cent. cash, balance \$10 monthly.

Mount Helena Tract is situated on the beautiful southern slope, north of Colorado Blvd., which is the county good roads bld. from Pasadena to Santa Monica. Magnificent view of the mountains and valley. The best of street improvements are finished and paid for. You may build at once or hold the lot for an investment. With the assurance of the building of the Occidental College these lots will greatly enhance in value in the near future. For more particulars and price list call at 215 Central Bldg., or take cars going north on Spring street and go to the end of car line and see W. D. Roth at the Branch Office; no trouble to answer questions and show this beautiful tract.

E. BECKER, Sole Agent.

## FOR SALE—

## ORTEGO PARK TRACT.

## CHOICE QUARTER-ACRE HOMESITES.

Ortega Park Tract is situated just west of Mount Helena Tract. Altitude 800 feet, insuring pure, bracing air and a healthy climate. Every lot restricted, no temporary buildings allowed. We will build for you on any of these lots according to your plans on easy monthly payments. Don't put it off but come out today and let us show you this opportunity of securing your home on a small investment. E. BECKER, Sole Agent, 215 Central Bldg., or see W. D. Roth at Branch Office at end of Eagle Rock car line.

## FOR SALE—ONE ACRE SNAP—

Fronting on Colorado street, near business center, school and churches. Branch office open all day and tomorrow. E. BECKER, 215 Central Bldg.

W. D. Roth, office at end of Eagle Rock car line.

## Wilmington.

FOR SALE—WILMINGTON—4 LOTS, 2 OF WHICH ARE corners, near the water works. Total price for the 4 lots if sold immediately \$500 each. This is a chance to earn 50 per cent on your money within one year, as Wilmington offers the greatest opportunities on the Pacific Coast today for investments, business and industries of all kinds; also splendid railroad facilities and is the nearest point for deep-water commerce to Los Angeles. Over \$1,000,000 has been spent on harbor improvements and Los Angeles has only recently voted \$2,000,000 for the development of the inner harbor. This, together with the government's proposed \$500,000 will open deep water commerce on the best port of the Pacific Coast. See us for high-class real estate. CHAS. H. DOUGHERTY, Broadway Realty Company, Member of Chamber of Commerce and Los Angeles Realty Board, 515 O. T. Johnson Bldg., Los Angeles, Cal.

## Hollywood.

FOR SALE—PROPERTY IN THE HOLLYWOOD district of Los Angeles; 25 minutes out by electric car—the foothill section overlooking the city and the sea is acknowledged to have the best all-the-year-round climate. We live at Hollywood, make a specialty of cozy bungalows from \$2500 to \$5000; also handle larger places up to \$50,000. Write for new circular and souvenir cards.

LIPPINCOTT & CO.,  
6th floor Fay Bldg.,  
Los Angeles, California.

## South Pasadena.

## FOR SALE—OR EXCHANGE—

One of the finest homes in the very best part of South Pasadena. Large expansive grounds; beautifully decorated with all sorts of tropical plants and trees. This property is only a short distance from the world-famous Busch gardens, and is on a par with the many lovely homes in that district. The house is two-story, with 4 large rooms on second floor and six on first. Has all modern conveniences, including a fine furnace and carries \$10,000 insurance. The price is \$29,000 and owner will take up to half in first-class St. Louis, Chicago or Denver property, provided same is clear. We have several parties who will consider first class eastern as part payment for good California property. Write us what you have.

DARLING BROS.,  
620 Merchants Trust Bldg.,  
Los Angeles, Cal.

## Burbank.

FOR SALE—BURBANK—55 ACRES, 18 OF WHICH ARE IN table grapes, improved with a 4-room house and barn; also large oak trees. Plenty of water. Price \$450 per acre. This piece of acreage could be readily subdivided into half-acre lots. Let us show you how you can clear up an immense amount of money if you are in position to handle this property, as we are in position to subdivide it. CHAS. H. DOUGHERTY, Broadway Realty Co. Member of Chamber of Commerce and Los Angeles Realty Board, 515 O. T. Johnson Bldg., Los Angeles, Cal.

## Venice.

## NEW YEAR'S GIFTS FOR THE FAMILY

Where are there any happier hours spent than in one's home? Why then not buy one, modern in all respects, at this ideal Venice, or buy a choice lot from \$500 to \$1200 and build to suit? No better investment. WALTER, Center and Speedway, Venice.

FOR SALE—EAST VENICE, THE NICEST RESIDENCE LOT IN Venice, \$500; small payment down, balance monthly. T. A. BELL, 440-41 Bradbury Bldg., Los Angeles, Cal.

## Ontario.

FOR SALE—100 LARGE CHOICE RESIDENCE LOTS (NEW subdivision) in "the beautiful city that charms," Ontario, California. Full bearing fruit trees on every lot, well cared for. City water for each lot, short walk to depot; easy terms to secure a good California city home site. Prices range from \$250 to \$350 each. Terms \$100 down, balance \$10 per month. This is ground-floor prices. Prices advanced after March 1 next. Bank references. W. J. BRYANT, owner, 316 Fay Bldg., Los Angeles, Cal.

## Gardena.

INVEST IN GARDENA ACREAGE ALONG CITY STRIP AND Harbor Boulevard, towards Industrial City and Los Angeles Harbor. Fast cars every 30 minutes from P. E. Station. Gardena, the wonderful section for berries, alfalfa, poultry. Ranches of all sizes, improved and unimproved. \$500 an acre and up.

GARDENA REALTY CO.,  
Gardena and 327 Story Bldg.

## FOR SALE—

Suburban Property.

San Fernando.

FOR SALE—SAN FERNANDO VALLEY.—We will furnish free information concerning San Fernando Valley lands as to products best adapted, approximate yield per acre, selling price, land values, soil and water conditions and any other data desired. All inquiries cheerfully answered. PACIFIC HOMESEEKERS BUREAU, Herman W. Hellman Bldg., corner 4th and Spring streets, Los Angeles, Cal.

Owens River.

FOR SALE—OWENS RIVER VALLEY.—We will furnish free information concerning the Owens River Valley lands, both improved and raw lands. All inquiries cheerfully answered. Address PACIFIC HOMESEEKERS BUREAU, Herman W. Hellman Bldg., cor 4th and Spring streets, Los Angeles, Cal.

## FOR SALE—

Business Property.

FOR SALE—FINE INVESTMENT.—\$45,000—Fine apartment-house, best location; large lot; big income, close in.—\$25,000—110x75, fine corner close in; stores and flats; income \$210 per month.

\$112,000—52x150, alley, 5 stories and 10 rooms above on good business street; good income; will take some lots or land as part payment.

\$15,000—387x145, alley, fine corner industrial district; improvements worth \$4000. Good income; \$2000 down rest on easy terms, or will take some lots or land as part.

\$11,000—49x145, fine corner close in; 2-story building, stores and flats and 2 five-room cottages; fine income, on paved street.

\$2200—75x145, 10-room double flat and 5-room cottage near Main and Jefferson; good income; worth \$4000.

\$12,000—52x150, fine corner on Figueroa, stores and 7-room modern house.

\$1500—52x145, 3 stores and cottage; fine corner near Main and Jefferson streets; good income.

\$4500—25x150, alley, 3 stores and 2 four-room flats on fine paved street; income \$50 per month.

\$1500—49x150, fine lot for apartment; very close in; fine view.

\$2500—100x50, fine corner for stores.

Also have some property bringing from 10 to 12 per cent on the investment.

OSCAR LEUSCHNER, 324 South Spring, Los Angeles, Cal.

FOR SALE—HIGH-CLASS FLATS, CLOSE IN, \$80 PER month income. Price \$3000; for quick action. CHARLES H. DOUGHERTY, 515 O. T. Johnson Building, Los Angeles, Cal. Members of Chamber of Commerce and Los Angeles Realty Board.

FOR SALE—NORTH BROADWAY PROPERTY RUNNING from Hill to Broadway—a splendid site for bachelor apartments or apartments in general; cheapest buy on Broadway; nothing like it on the market today. For high-class business property east or west of Main street see CHAS. H. DOUGHERTY, Broadway Realty Company, Member of Chamber of Commerce and Los Angeles Realty Board, 515 O. T. Johnson Bldg., Los Angeles, Cal.

FOR SALE—HANDSOME APARTMENT HOTEL. Just completed; lease for ten years and paying 10 per cent interest on asked price.

In finest section of city, strictly first-class in every detail. Will stand closest investigation.

Address owners, POLSON-PERKINSON CO., 209 Security Bldg., Los Angeles, Cal.

FOR SALE—BUSINESS PROPERTY; INCOME PROPERTY. SOME BUSINESS PROPERTY; HIGH CLASS RESIDENCES AND VACANT LOTS.

E. R. BOYDEN & CO., 224-3 CONSOLIDATED REALTY BLDG., 6TH AND HILL.

FOR SALE—BUSINESS PROPERTY ON EAST 6TH STREET; lot 92x100—corner property—not far from Main street. Price \$400 per front foot. For high class business property see CHARLES H. DOUGHERTY, Member of Chamber of Commerce and Los Angeles Realty Board, 515 O. T. Johnson Bldg., Los Angeles, Cal.

FOR SALE—APARTMENT-HOUSE SITE—SOUTH FIGUEROA street; price \$10,000. For this and many other good sites in all sections of the city see CHAS. H. DOUGHERTY, Broadway Realty Company, Member of Chamber of Commerce and Los Angeles Realty Board, 515 O. T. Johnson Bldg., Los Angeles, Cal.

FOR SALE—BUSINESS AND RESIDENCE PROPERTY IN Southern California. Est. 25 years. F. G. WEIK & CO., 300 H. W. Hellman Bldg.

SAN JOAQUIN VALLEY—

WE HAVE FOR SALE SEVERAL CHOICE TRACTS OF LAND IN THE SAN JOAQUIN VALLEY.

THESE ARE RIPE FOR SUBDIVISION AND CAN BE BOUGHT ON MOST FAVORABLE TERMS. WE HAVE EXCEPTIONAL FACILITIES FOR PLACING EASTERN INVESTORS WHERE OPPORTUNITIES ARE UNEXCELLED FOR LARGE AND IMMEDIATE PROFITS. WE ALSO MAKE A SPECIALTY OF EXCHANGING CALIFORNIA PROPERTIES FOR EASTERN.

ROBINSON CRANE CO. 429-21 Story Bldg. Phones 10795; Main 6157.

FOR SALE—1600-ACRE ALFALFA RANCH. THIS IS THE show ranch in this district. Improved with artesian wells, alfalfa, cement pipe, fruit trees, grapes, buildings. A fine subdivision property. Near good town in Tulare County. Price \$25.50 per acre.

PACIFIC COAST REALTY CO., M. L. A. R. B. 619 Trust and Savings Bldg. F5551.

FOR SALE—SAN JOAQUIN VALLEY. We furnish free information concerning the various products of the San Joaquin Valley, approximate yield per acre, selling price, land values, soil and water conditions of the different localities and any other data desired. All inquiries cheerfully answered. PACIFIC HOMESEEKERS BUREAU, Herman W. Hellman Bldg., cor 4th and Spring streets, Los Angeles, Cal.

FOR SALE—SAN JOAQUIN VALLEY ACREAGE TO SUBDIVIDE; 3475 acres near railroad, Merced county; 2500 in wheat last year; good buildings, fenced crossfenced; water in abundance; 20 feet; price \$30 per acre; also 4000 acres unimproved same locality, \$15 per acre. JONES, 242 Byrne Bldg.

FOR EXCHANGE—SAN JOAQUIN STOCK RANCH; 2200 ACRES fenced crossfenced; running water year around; will feed 800 head all year; 4 miles of station; price \$15 per acre. Will take eastern for half, balance cash or mortgage; real snap. JONES, 242 Byrne Bldg.

## MEXICO—

## FOR SALE—

MEXICAN LAND.

EVERY DAY BRINGS THE PANAMA CANAL NEARER TO COMPLETION. WHAT ARE YOU DOING TO REAP A1 PROFIT? ARE YOU MAKING AN INVESTMENT WHERE YOUR \$10 WILL EARN MORE \$40000 BY BEFORE THE CANAL IS COMPLETED? THE WHOLE COAST OF MEXICO WILL BE BENEFITED MORE BY THE CANAL THAN ANY OTHER SECTION. NOW THE QUESTION IS: WHAT PART WILL ADVANCE THE QUICKEST? ANSWER: THAT PART WHICH HAS THE MOST NATURAL ADVANTAGES AND A CLIMATE SUITABLE FOR AMERICAN SETTLERS.

THE CULIACAN VALLEY is just below the frost line, far enough north to avoid the disagreeable tropical features. Ample rainfall for one crop and some years two. Abundant water for irrigation when necessary.

A larger variety of products than any other section of the continent.

Markets for everything. Excellent transportation facilities. Cheap and efficient labor.

In the Culiacan Valley the American farmer can raise the products he understands best and turn a portion of his land into a money making tropical garden.

The soils are deep and rich; no fertilization necessary in fifty years.

FARM LANDS AT \$10 TO \$25 AN ACRE ARE BEING FAR BELOW THEIR INTRINSIC VALUE.

Fibre and range land at lower prices still.

THERE IS A FORTUNE FOR YOU IN SINALOA IF YOU SELECT YOUR LAND WITH DUE REGARD TO SOIL AND LOCATION.

A PLEASANT HAPPY LIFE WHILE MAKING THE FORTUNE.

A handsomely illustrated descriptive folder relating to conditions on our La de VERDUGO tract, and in the Culiacan Valley is now on the press. This and the State of Sonora booklet will be mailed free on request.

If you are interested in bettering your condition or learning where the largest return compatible with safety can be had, our literature will interest you.

DON'T DELAY. PUT IT OFF OR FORGET IT. CALL OR WRITE TODAY.

BEN W. MCLOSKEY & CO. MEXICAN LANDS EXCLUSIVELY. 305-306 Union Trust Bldg.

FOR SALE—BUY NOW—WHILE PRICES ARE LOW. A 100-ACRE RANCH FOR \$500.

INCLUDING LOT IN TOWNSHIP OF MONTEVERDE EAST TERN.

ON WEST COAST OF MEXICO NEAR SONORA'S CAPITAL CITY, HERMOBILLO; 15,000 POPULATION.

FOR THE FARMER, AN OCCUPATION, A LIVING, A PROVISION FOR THE FUTURE.

FOR THE INVESTORS, A LARGE PROFIT. CLIMATIC AND CROP CONDITIONS SAME AS SOUTHERN CALIFORNIA.

ONE CROP A YEAR. FROM RAINFALL AND FLOOD WATER IRRIGATION; TWO CROPS WITH PUMPING PLANT.

READY MARKET. THIRTY HOURS FROM LOS ANGELES BY WAY OF SOUTHERN PACIFIC THROUGH PULLMAN SERVICE.

SEND FOR ILLUSTRATED PAMPHLET. 312 LAUGHLIN BLDG., LOS ANGELES, CALIF.

FOR SALE—100,000 ACRES Mexican Land. We have 100,000 acres of the finest land on the West Coast of Mexico, only 10 miles from Hermosillo, the capital of the State of Sonora, a city of 15,000 people. The main line of the S. P. Railway runs within 2 miles of this land for ten miles and the land is level as a floor, is as rich as the Valley of the Nile, will raise anything that can be grown in California any more. We call this beautiful well watered tract of 100,000 acres, at \$2.35 per acre, easy terms.

SONORA LAND AND IRRIGATION CO. 301 Exchange Bldg. Los Angeles, Cal. Phone Main 1790; A200.

FOR SALE—A ranch of 3750 acres in State of Chihuahua. All level, very productive soil; 250 acres cleared; large wooden house; two large rivers. Will produce cotton, chocolate, bananas, rubber, corn, etc., without irrigation. Three crops come per year. Fine markets. High class property. Much valuable hardwood timber. Two miles from railroad. Price \$3 per acre.

EGBERT ADAMS, 324 I. W. Hellman Bldg. Home Phone 430.

FOR SALE—A 1200-acre ranch, 150 acres cleared, 5-room wooden house, large river, all level, very productive soil; much valuable hardwood timber, 2 miles from railroad. Adjoins large ranch. Hardwood plantation. Price \$3 per acre.

EGBERT ADAMS, 324 I. W. Hellman Bldg. Home Phone 430.

FOR SALE—1000,000 ACRES IN SINALOA, MEXICO, PART OF as a whole, at prices that will make purchaser extremely very quickly. See owner for particulars. ALBERT H. BUCK, 214 Douglas Bldg., Los Angeles, Cal.

FOR SALE—COACHELLA VALLEY.—We furnish free information concerning the products of the Coachella Valley, approximate yield per acre, selling price of products, land values, soil and water conditions and any other data desired. All inquiries cheerfully answered. PACIFIC HOMESEEKERS BUREAU, Herman W. Hellman Bldg., cor 4th and Spring streets, Los Angeles, Cal.

FOR SALE—Real Estate, Miscellaneous. Business property, country property, city property. Houses or less, shipped to any port. SOUTHERN CALIFORNIA VINEYARD CO., Upland, Cal.

FOR SALE—LET US QUOTE YOU PRICES FOR AGRICULTURE by pure, old sweet and dry wines and brandies. 5-gallon bottles or less shipped to any port. SOUTHERN CALIFORNIA VINEYARD CO., Upland, Cal.

FOR SALE—FAYING STEAM LAUNDRY IN PROSPERITY town of 4500; near Los Angeles; doing about \$125 per week. cash trade. Buildings, real estate, wagons and all machinery included. Fine climate, rich farming country adjacent to city near good oil field; one factory here now and another coming. Large three-story hotel soon to be built. Owners leave another deal on hand. Price \$9500. Address P. box 91, TIMES OFFICE.

FOR SALE—LET US QUOTE YOU PRICES FOR AGRICULTURE by pure, old sweet and dry wines and brandies. 5-gallon bottles or less shipped to any port. SOUTHERN CALIFORNIA VINEYARD CO., Upland, Cal.







## Classified Liners.

## FOR EXCHANGE—

Houses.

## FOR EXCHANGE—

A BEAUTIFUL BRAND NEW RESIDENCE (CORNER LOT) RIGHT AT BERKELEY SQUARE, MODERN AND UP TO DATE IN EVERY RESPECT: 2 TILE BATHS, ETC.; PRICE \$16,500. WILL TAKE FOR BUSINESS PROPERTY AND ASSUME OR WILL TAKE ANY CLEAR PROPERTY FOR EQUITY.

SEE MR. KING, MINES & FARISH, 353 S. HILL ST., LOS ANGELES, CAL.

## FOR EXCHANGE—

YOU—WHO ARE DISCONTENTED SHOULD CONSULT ME!

If you live in the country and wish to come to the city—or if you live in the city and wish the freedom of a life in the country—let me fix you up.

I have groves in the best orange and lemon districts to exchange for city property—and city property, houses, apartments and business lots to exchange for groves, small or large.

I would like to have you see me about that property you own.

LESLIE C. BRINTNALL, 11808 2nd H. W. Hellman Bldg.

## FOR EXCHANGE—OWNERS ONLY—

\$17,000—Two-story, 9-room thoroughly modern residence, grounds 2x145, choice location, Oneonta Park. Want Central Kansas, improved or unimproved.

\$4500—Two modern cottages, one five and the other six rooms, desirably located, city. Want Chicago property, equal or less value.

R. C. CUMMINS, 1006-8 Union Trust Bldg. Main 3951. A5502.

## FOR EXCHANGE—WILSHIRE DISTRICT.

A MAGNIFICENT NEW 11-ROOM HOUSE, LOCATED ON A FINE CORNER IN THE FINEST PART OF THE WILSHIRE DISTRICT. LOT 72x144. GARAGE, SLEEPING PORCH EVERY MODERN CONVENIENCE.

WILL EXCHANGE FOR SMALLER PROPERTY, LOTS, OR WILL SELL ON EASY TERMS.

SEE MR. EDWARDS WITH MINES & FARISH, 353 SOUTH HILL ST., LOS ANGELES, CAL.

## FOR EXCHANGE—

Country Property.

## FOR EXCHANGE—OWNERS ONLY—

\$21,500—14 acre orange grove, desirably located, Riverside. Trees all Washington navels about 14 years old, good condition. 35 shares water stock supplying abundance inexpensive water. Together with 11-room thoroughly modern Mission style residence, near 52nd and Main streets, city; hardwood floors, 2 baths, 2 lavatories, furnace, etc. Want St. Louis, Chicago, Kansas City or Milwaukee income property.

R. C. CUMMINS, 1006-8 Union Trust Bldg. Main 3951. A5502.

## FOR EXCHANGE—

50 ACRES GOOD LAND IMPROVED WITH HOUSE, BARN AND PLENTY OF WATER, LOCATED BETWEEN LOS ANGELES AND SAN PEDRO. PRICE \$50,000; MTG. \$12,000. WILL TAKE EASTERN INCOME PROPERTY AND ASSUME.

SEE MR. KING, MINES & FARISH, 353 SOUTH HILL ST., LOS ANGELES, CAL.

FOR EXCHANGE—CLEAR OF INCUMBRANCE. 350 ACRES unimproved bench fruit land in famous Pavette Valley, Idaho, under ditch, other lands in valley no better soil, set out in apple trees, selling up to \$1000 per acre. Price only \$12,500, water extra. Also have \$21,000 equity in 2500 acres low priced wheat land in northwestern Minnesota. Want Southern California property. Address O. J. COLLMAN, Lincoln Neb.

FOR EXCHANGE—50 ACRES IMPROVED ORANGE LAND near Redlands; plenty water; good groves joining this; price \$10,000; clear; want eastern income. Two unimproved ranches San Jacinto Valley for eastern. JONES, 242 Byrnes Bldg.

FOR EXCHANGE—\$7500; 152 ACRES OF FOOTHILL FARMING, fruit and grazing land near Hemet, Cal. Will consider eastern land for part. W. J. BRYANT, 214 Pay Bldg.

FOR EXCHANGE—RANCHES IN ALL PARTS OF SO. California. Est. 25 years. F. G. WEIK & CO., 308 H. W. Hellman Bldg.

## FOR EXCHANGE—

Miscellaneous Real Estate.

FOR EXCHANGE—IN THE FASHIONABLE SOUTHWEST. A beautiful modern home of nine rooms, furnace, garage, everything about the place in first-class condition. Price \$5000, and worth the money. Mortgage \$2500. Want a good piece of ranch property clear and worth \$5000 for the equity.

20 acres oranges, deciduous fruit and alfalfa. Close in corner, paved street and only 2 1/2 miles from the center of Riverside. Abundant and cheap water right. Books show 5-year average income over \$5000 per annum. Good buildings, implements and tools included. Cash price \$20,000. Will make terms to suit, or might consider good income property for part.

10-room modern home, construction and arrangement is modern in every particular. Large attractive grounds, profusion of shrubbery and flowers; garage, high, healthful and slightly elevated; also a large attractive apartment-house site corner 78x151, paved street, splendid location, also block of stock in a Los Angeles Company. The three properties are for sale or exchange in their entirety. They are priced at \$20,000, mortgage \$5000. Want a ranch clear for the equity; might consider good eastern.

Modern 12-room apartment bungalow building arranged into three apartments, 60x120 foot lot, in the best residence section of Santa Ana, close on West First street. Building is new and very attractive architecture. Cash price \$7500; mortgage \$2000. Want a good ranch clear for the equity. Might consider good eastern.

210 acre farm in Franklin county, Illinois. Land is practically level and all under cultivation except 20 acres in timber and pasture. Being farmed to corn, oats, peas and hay on a share of the crop basis. Underlaid with coal, which is being worked extensively on all sides nearby. Two towns and two railroads, two miles. Cash price \$80 per acre. Want clear city property for part. Will trade clear or subject to mortgage of \$5000, 6 per cent.

160 acres, 2 miles from town and railroad in San Joaquin Valley. All leveled, sandy sediment soil, very fertile, no alkali or hardpan. Artesian water, natural gas and well improved ranches adjoining. Price \$20,000, mortgage \$7500. Want clear Los Angeles or Long Beach property for equity or might consider good clear property near St. Louis for equity.

Good 5-room cottage on Avenue 52 1/2 block off Pasadena ave., 60 foot terraced lot by 100 feet deep. Splendid neighborhood, high, healthful and nightly. Surrounded by attractive modern homes. Price \$8000, Incumbrance \$3000. Want lots clear for the equity, might consider good eastern property.

Want property in the Central West, preferably near Chicago or St. Louis, for a \$15,000 interest at par value in a Los Angeles industrial corporation. This corporation is clear of debt and will stand investigation.

J. N. WILLIAMS & COMPANY, 301 S. W. Hellman Bldg., 301 S. Main Street, Los Angeles, Cal.

## FOR EXCHANGE—

Miscellaneous Real Estate.

## FOR EXCHANGE—

H. T. HUNTER &amp; CO.,

415 South Hill St.

Los Angeles, Cal.

We Buy, Sell and Exchange

Real Estate.

\$6500—Orange Grove—5 1/2 acres of Navels and Sweets; 10

shares of water; all in full bearing about \$1700

crop now on the trees. This is in frostless district and a good bargain for any one. Will take

Los Angeles property up to \$2000.

\$10,000—Clear lots in Portland and Tacoma; one improved

with good cottage, always rented. Will give this

clear property for good income property in Los

Angeles and we will assume up to \$10,000.

\$10,000—Brand new apartment-house; well furnished. Located

at Shakespeare Beach in the city of Hermosa.

Just south of Venice. A fine slightly property.

Mortgage \$3000. Will take clear land or lots for

equity.

\$3500—Good corner lot in southwest, West Adams street dis-

trict. Will take automobile for half.

\$20,000—Apartment-house site on South Figueroa street. This lot

is clear and will take a good ranch.

\$11,000—Well 9-room modern home on Arapahoe street; large

lot Very attractive property. Will take Bungalow

for part.

\$4500—160 Acres, 4 miles south of Peoria. This is a cheap

piece of land and is all good. Will take Los An-

geles or Long Beach property.

\$35,000—450 acres fine alfalfa land near Delano, Tulare county.

Well improved. This is a bargain.

In addition to the above we also have a fine assort-

ment of property for sale and exchange. We can

give you the best of service.

H. T. HUNTER &amp; CO.,

415 South Hill Street,

Los Angeles, Cal.

## FOR EXCHANGE—

Miscellaneous Real Estate.

## FOR EXCHANGE—

ARE YOU COMING TO CALIFORNIA?

YOU'LL NEED US IF YOU ARE.

WE EXCHANGE CALIFORNIA PROPERTIES FOR EASTERN PROPERTIES—THAT'S OUR BUSINESS.

HORACE G. HAMILTON CO.,

GENERAL REAL ESTATE AGENTS,

OFFER THE FOLLOWING

FOR GOOD EASTERN PROPERTIES:

\$10,000—Five lots 40x140 each, barn, house, fruit trees, Dora Park.

\$10,000—Factory business, automobile accessory, brass work, fine business, unlisted orders way ahead.

\$10,000—Retail business, factory in connection, good opportunity.

\$12,500—10 acres navels and Valencia, Corona.

\$15,000—Fine residence, 11 rooms, lot 80x120, absolutely modern.

\$16,000—Apartment house, 12 suites, close in.

\$16,000—170 acres of good land, suitable for oranges and lemons.

\$17,500—25 acres, water stocked, oranges and walnuts.

\$19,500—30 acres walnuts, bearing, two-story house.

\$20,000—25 acres walnuts, 8 years old, house, barn, water.

\$20,000—155 acres, fenced and cross-fenced, 50 acres alfalfa, water, house, barn.

\$20,000—15 acres navels, Valencia, water stocked.

\$20,000—35 acres, 15 acres oranges, young trees for balance house and barn.

\$20,000—Business block, lot 65x130, three stores, three ten rents \$102 per month.

\$25,000—27 acres, walnuts, oranges, house, barn, cheap water.

\$25,000—20 acres Glendale, no improvements, can be subdivided.

\$25,000—Business block, Vermont ave., corner, 50x112.

\$29,000—43 acres, half in walnuts, fine land, new house, barn, balance land, beans and eucalyptus.

\$29,000—20 acres oranges, 2 to 10 years old, fine home, water eastern.

\$29,500—5 room residence, 17500, 10 lots, 50x143 each, \$11000 and 16 acres, \$9000.

\$25,000—20 acres oranges, full bearing, good buildings, ample water.

\$40,000—40 acres, 7 year old walnuts, 100 inches water, pump, plant, can be subdivided.

\$45,000—40 acres, oranges, walnuts, ample water, good buildings.

\$45,000—Lot 60x200, three story brick residence, hardwood finish, interior very fine.

\$45,000—Lot 182x200, 16 room Colonial residence, modern, very fine.

\$40,000—30 acres, 12 year old walnuts, good buildings, ample water.

\$65,500—140 acres, 120 inches water, cottage, some trees, and nursery stock, only \$475 per acre.

\$100,000—Income property 150x110, close to business district.

\$125,000—140 acres, navels and Valencia, a magnificent property, clear.

HORACE G. HAMILTON CO.,

Suite 405 Pay Bldg., Third and Hill sts., Los Angeles, Cal.

## FOR EXCHANGE—

—CALIFORNIA—

OUR SPECIALTY IS EXCHANGES, and we are prepared to

exchange properties in any country at any value, but property

MUST be as represented. Write to us, send us FULL

description of what you have and what you want, and we will

do the rest. R. E. MUNCY, 712 Grant Bldg.

Los Angeles, California.

## FOR EXCHANGE—

Persons in the East expecting shortly to come to live in "God's Own Country" (of course you are) will do well to write to me. I have the faculty of securing exchanges of Southern California property for clear Eastern and references given in any locality. Let me add you to our well-satisfied population. "Bailey Trades". That's his Trade. "Bailey Trades".

ARTHUR H. BAILEY, 602 South Hill St.

## FOR EXCHANGE—

THE BOWEN REALTY EXCHANGE.

P. E. BOWEN, 218 STORY BLDG. A. J. CAREY.

Members of Los Angeles Realty Board, and one of the oldest exchange firms in the city; large list of clear property city and country, to exchange; eastern improved and Main.

FOR EXCHANGE—CALIFORNIA FOR EASTERN—

I have several pieces good Los Angeles and California properties which I can exchange for good clear eastern at cash value.

No inflated values. Write full description of your property. Reference First National Bank.

CHAS. O. GOODWIN, 315 Douglas Bldg., Los Angeles, Cal.

FOR EXCHANGE—CALIFORNIA FOR EASTERN—

orange grove for eastern city income. Can exchange your property in any part of the United States. Write full of what you want to exchange to D. P. BEAUGHER, Manager Exchange Dept., ALBERT H. BEACH CO., 214 Douglas Bldg., Los Angeles.

FOR EXCHANGE—THAT VACANT LOT IS BRINGING YOU IN NO income. If suitable for factory site, exchange for such a good manufacturing concern. Position open to man with energy and brains. Address BOX 1949, Los Angeles, Cal.

## MINING—

AN OPPORTUNITY OF EXCEPTIONAL MERIT IN PERU.

South America, is offered a young man, live wire, who can command \$20,000 and will join another who is miner and business man; the latter has traveled extensively in the above country, speaks Spanish fluently, has influence there and knows a boom is due upon the opening of the canal, owing to immense natural resources. References exchanged. Applicant will be treasurer. Country peaceful and climate salubrious. Price is controlled by advertiser who will pool with applicant. Money mentioned will be basis of fortune. Don't answer unless you can raise the capital. Address W. F. COX, 1537 Grover St., Los Angeles, Cal.

AN OPPORTUNITY OF EXCEPTIONAL MERIT IN PERU.

South America, is offered a young man, live wire, who can command \$20,000, and will join another who is miner and business man; the latter has traveled extensively in the above country, speaks Spanish fluently, has influence there and knows a boom is due upon the opening of the canal, owing to immense natural resources. References exchanged. Applicant will be treasurer. Country peaceful and climate salubrious. Price is controlled by advertiser, who will pool with applicant. Money mentioned will be basis of fortune. Don't answer unless you can raise the capital. Address W. F. COX, 1537 Grover street, Los Angeles.

CORRIDON H. PUTNAM ENGINEERING COMPANY, 211-11 TRUST AND SAVINGS BLDG. EXAMINATION, DETERMINATION AND MANAGEMENT OF MINES.

A GOLDEN OPPORTUNITY—SUBSTANTIAL INTEREST FOR cash to further develop mine. Address R. R., box 28, TULARE.

BRANCH OFFICE.

FOR OIL LANDS AND MINES WRITE "GATE" P. O. BOX 1217, Los Angeles, Cal.

## TO LET—

Farming Lands.

TO LET—WE WILL FURNISH FREE INFORMATION CONCERNING lands to let in all sections of California. All inquiries cheerfully answered. PACIFIC HOMESSEKERS' BUREAU, Herman W. Hellman Bldg., cor. 4th and Spring streets, Los Angeles, Cal.

## TO LET—

Houses, Unfurnished.

TO LET—HOUSES FOR RENT IN ALL PARTS OF CITY. F. G. WEIK & CO., 308 H. W. Hellman Bldg.

## TO LET—

Rooms and Board.

TO LET—AT THORNYCROFT FARM.

BEST RESORT, 20 minutes from Los Angeles, 700 feet elevation; fine canvas bungalows, in orange groves; fresh milk and cream, tub and shower baths. Get off at Danvers Station, Glendale. No tuberculosis. Phone Sunset GLendale 707; HOME 822. City office, 234 West Sixth st. Main 621. P2718.



## Classified Liners.

## BUSINESS CHANCES—

THE "BUSINESS CENTER" OF THE NEWLY IN-  
corporated city of Stanton will be placed on the mar-  
ket February first. STANTON has 1000 people, 7000  
acres of land, 44 trains daily, and is 24 miles from  
Los Angeles and 12 miles from the coast. Our sub-  
division is the only "BUSINESS CENTER." Oppor-  
tunities in all lines of business, and for home seek-  
ers. Apply for booklet, map, and price list. R.  
HOLDY MYERS CO., 769 P. E. Bldg., Los Angeles.

WANTED—CAPITAL TO ESTABLISH A HIGH-CLASS CHAIN  
of greater efficiency, including NATURAL TEMPLES  
OF HEALTH in all cities of consequence. In other words,  
repair shops for periodically repairing and maintaining  
the health in strenuous-living business and society people.  
Shorter is a 15-years' experienced physician and wide awake  
man, personally controlling a highly sanitary inven-  
tion designed for this particular enterprise, therefore preclud-  
ing all competition.

The individual, male or female, applying for this high-class  
investment, must come prepared to do business on the Golden  
Rule plan only.

A. J. PETER, 292 to 294 Pantages Theater Bldg.  
Los Angeles, Cal.

FOR SALE—A WELL-DEVELOPED GARAGE BUSINESS,  
equipped machine shop and a large stock of supplies,  
together with property. This business is well located on the  
famous "Euclid Ave." My spot cash price for the whole  
business. Quick action will be necessary to profit by this.  
Address JOHN RARICK, box 537, Upland, Cal.

RE BUSINESS OPPORTUNITIES WRITE THE PACIFIC  
BUSINESS BUREAU, Herman W. Hellman Bldg., Los An-  
geles, Cal., who are in a position to furnish reliable information  
concerning same in all sections of California.

RE MY AD UNDER "MINING," W. F. COX.

WILL SELL HALF OR PART INTEREST, GIVE SALARIED  
employment. In my old-established business paying \$5 per  
month investigation solicited. Address K. Box 444, TIMES  
OFFICE.

RE BUY OR SELL STOCKS, BONDS AND REALTY. DO  
not collect; secure buyers for anything of value. A  
lot of good business for sale. CANNON & MULL, 606-  
608 Fernando Bldg., Los Angeles.

BUSINESS CHANCE—AN OPPORTUNITY TO INVEST IN AN  
established business, which is guaranteed to yield 30 per  
cent. Higher active or silent partner desired. Address C. box  
10, MONROVIA, CAL.

WANTED—A LIFE TIME—GOING MANUFACTURING CON-  
cern desiring to put goods out commercially the world over.  
Will sell \$1500 interest to man with energy and brains. Ad-  
dress BOX 1945, Los Angeles, Cal.

RE ME BEFORE MARCH. I EXPECT TO BUY 325,000  
acres in Mexico; over half cotton land at \$1 per acre. For  
particulars, O. M. NEWMAN, Santa Ana, Cal.

RE ME BEFORE MARCH. I EXPECT TO BUY 325,000  
acres in Mexico; over half cotton land at \$1 per acre. For  
particulars, O. M. NEWMAN, Santa Ana, Cal.

RE MY AD UNDER "MINING," W. F. COX.

## WANTED—

Agents.

WANTED—AGENTS ON SALARY OR COMMISSION. THE  
most profitable ever produced; every user of pen and  
ink has it on sight; 200 to 500 per cent. profit; one agent's  
work amounted to \$800 in six days; another \$32 in two hours.  
GROVE MFG. CO., 209 X, La Crosse, Wis.

WANTED—AGENTS—SIGNERS: 100% PROFIT. BEAUTI-  
ful window letters. Very low prices. Easy proposition.  
Business-getting guarantee; cards, glass sample FREE. EM-  
ERSON SIGN CO., 2402 Milwaukee ave., Chicago.

WANTED—AGENTS, SIGN PAINTERS, COST 25. SELL  
the Guaranteed window letters. Mounted with benzine and  
oil. Grip outfit FREE. Address DEPT. 2, 2541 Milwaukee  
ave., Chicago.

## WANTED—

Situations, Female.

WANTED—MISS PATTEN'S EMPLOYMENT OFFICE.  
Formerly Miss Day.  
281-283-293 Copp Bldg., 218 South Broadway.  
A first-class reliable agency, established 15 years; domestic  
help, camp, ranch and office help supplied; honest considerate  
and intelligent service guaranteed.

## WANTED—

Help, Male.

WANTED—HUMMEL BROS. & CO.  
Employment Agents.  
Established 1891.  
Largest and Best Equipped Office on the  
Pacific Coast.  
Phones—Main 539; Home 10709.  
114-116 E. Second st.

## WANTED—

To Rent.

WANTED—IF YOU WANT TO RENT YOUR PROPERTY IN  
Southern California see F. G. WEIK & CO., 308 H. W. Hel-  
man Bldg.

## MONEY WANTED—

WANT MORE MONEY.  
Seven and eight per cent.  
On local real estate mortgages. Title examined and guar-  
anteed by local title insurance companies. Parties loaning  
money through their own funds direct with title companies. No  
need of placing money, borrower pays all expense. Don't  
lose your money when you can make it earn large interest on  
local Southern California loans.  
J. C. GREEN,  
TRUST & SAVINGS BLDG., LOS ANGELES, CAL.

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pus, play grounds and tennis courts. Send for catalogue and  
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[Announcement.]

## TIMES SUNDAY MAGAZINE.

REORGANIZATION AND EXPANSION—OUTLINE OF  
IMPENDING CHANGES—NEW FEATURES.

Certain advantageous changes in the Times  
Sunday Magazine are contemplated, to go into  
effect in the first week in January, 1912. These  
changes are here enumerated in part:

1. Considerable expansion in scope and contents.
2. The magazine to be served, as now, with the Sun-  
day Times, without extra charge.
3. Price to buyers of the magazine alone, separately:  
Single copies on streets, news stands, trains, steamers, at all  
Times agencies throughout the Southwest, and at the coun-  
ter, 10 cents.
4. Future title, "Los Angeles Times Illustrated Weekly:  
The Unique Magazine of the Southwest."
5. Full-page illustrations on first and center pages,  
sometimes in color; smaller black-and-white illustrations on  
other pages.
6. An appropriate first-page cartoon every week relat-  
ing to some subject foremost in the public mind.
7. A bright, strong, bold, unfettered editorial page. No  
party politics, but independent discussion of large topics  
affecting in a large way the people and the land of the South-  
west, including business affairs, industrial, social and polit-  
ical conditions, etc. Freedom of action for men and women  
of affairs; the encouragement of enterprise and achievement;  
upholding the hands of men and enterprise, skill and action;  
steady support for all legitimate demands for "equality of  
opportunity" in the field of industry, and for freedom of ac-  
tion in these fields on the part of all honest and independent  
workers.

8. New Features: Who's Who in the Southwest—Men  
and Women of Achievement—Condensed, as Well as Ex-  
panded. Facts About the Southwest—Special Illustrated ar-  
ticles exploiting big and meritorious projects and enter-  
prises—The Sea and the Land—Methods of Culture and Pro-  
duction. The scope of the magazine will, in short, be so  
enlarged as to cover still more fully, in its leading features,  
the entire Southwest, that great region which is destined to  
become the seat of empire and the wonder of the world.

9. In the work of exploiting topics of foremost inter-  
est to magazine readers in the West and Southwest, includ-  
ing the Pacific Slope, the Illustrated Weekly will aim to be  
in the lead. To this end much attention will be given to the  
development and encouragement of the foremost enterprises  
and industries. Illustrated articles on these subjects will  
be a feature.

10. The initiation, progress and completion of great  
works, both public and private, such as the Panama Canal,  
the Owens River Aqueduct, San Pedro and other Pacific  
Coast harbors, will receive attention. Irrigation, mining,  
land subdivision, agriculture, horticulture, planting, cultiva-  
tion, production and marketing will be exploited from time  
to time.

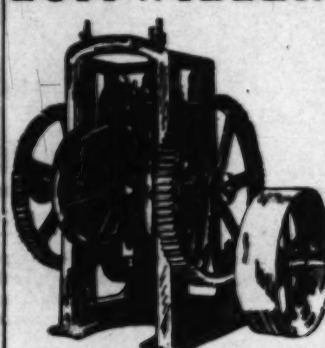
11. Sketches of adventure, local history and tradition,  
narratives of curious, striking and daring deeds in a land  
which is known as the scene of picturesque achievement and  
unusual activities, will be illustrated and published.

12. In addition to these and other new features, the ex-  
panded magazine will continue to present all the more es-  
sential characteristics which have distinguished it during its  
successful past, and will embrace the following popular fea-  
tures, transferred from the Sunday Times proper, viz., "The  
Eagle," "The Lancer," Bob Burdette, and other specialties.

13. The aim will, in short, be to give such an excep-  
tionally wide range of matter, covering fact and fancy, ro-  
mance and reality, enterprise, work and achievement, as to  
make this what it purports to be—"The Unique Magazine of  
the Southwest"—a local publication merely.

The Los Angeles Times Illustrated Weekly of  
the future will be made specially suited for cir-  
culation abroad—far and near—independently,  
when desired, of the circulation of the Sunday  
Times, for it will be complete in itself.

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with accurate  
machine fits, and  
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mechanism, and de-  
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are sent all over the United States, so that our big eastern  
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another factory.

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and make no noise. Send for free information. Established 1877.  
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When applied three times, hair will not "come back."  
Indorsed by physicians—and is the only product ever  
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Manufacturing Chemists, Los Angeles, Cal.

## DIRECTORIES

Any Directory printed in the United States  
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424 S. Bway.



## Submarine Boat-Building Revolutionized.

### L. A. SUBMARINE BOAT COMPANY.

The L. A. Submarine Boat Company, incorporated under the laws of California on April 17, 1911, with a capital of \$1,000,000 (1,000,000 shares of a par value of \$1 each) is destined to develop one of the great industries of this State. The company was organized for the purpose of building submarine boats and utilizing the patents of John M. Cagle of Long Beach. Thus the L. A. Submarine Boat Company is strictly a local enterprise, and this is further accentuated by the fact that the first submarine using the Cagle patents is now under construction by the Craig Shipbuilding Company of Long Beach, the owner of which, John F. Craig, is a large stockholder in the Submarine Company.

The officers and directors are: President, James C. Harvey; vice-president, John F. Craig; secretary and business manager, F. W. G. Phillips; treasurer, W. H. Williams, also vice-president of the Exchange National Bank; additional director, Dr. J. W. Wood. The home office of the company is in rooms 603-5-19-21, the First National Bank building, Long Beach, Cal.; also office at 625 South Spring street, Los Angeles. All patents applied for are assigned to and owned by the L. A. Submarine Boat Company.

It is recognized that one of the most important auxiliaries to the naval service in future wars will be its equipment with efficient submarine boats. Those now used by the United States government are costing it nearly half a million dollars each, although it

with which it can be driven whether it is gliding along the surface of the water, or burrowing its way at a depth of twenty, fifty or 100 feet below the surface. It will keep up with its own fleet even if the maximum speed of 23 knots an hour is made.

This is accomplished by the use of two propellers located on the shoulders of the vessel near the front. The result is that the propellers pull the boat from the front, instead of pushing it from behind. The propellers of the best aeroplanes are not attached to the rear of the machines; they are placed in front and draw the winged machines through the air. This gives the pilot of the boat much better control of the vessel, and it is not liable to dip or plunge.

Looking at the new submarine from a strictly commercial standpoint, the fact that the uses to which it can be put are not confined to naval operations is greatly in its favor. As an arm of the geodetic department of the government it will prove valuable in exploring the ocean floor in the vicinity of the shore. There are still other valuable uses for the boat. The Cagle submarines will be fitted with out-looks and searchlights capable of piercing the murky waters hitherto forbidding scientific inspection, and will open up a new and wonderful world for investigation. It will be a veritable rendering of Jules Verne's wonderful tale of "Twenty Thousand Leagues Under the Sea."

Still another use to which the Cagle submarine can be put is that of carrying on a series of explorations for the recovery of lost treasure in sunken vessels.

the model and says that if he did not believe a submarine boat would prove a success he would undertake its construction.

For several weeks a model has been on view at demonstrations made, at 625 South Spring street, Los Angeles. Thousands have taken keen interest in this model.

Eminent engineers praise the technical features of the invention and have become stockholders. Practical men engaged in navigation and shipbuilding are enthusiastic boosters and substantial stockholders in the enterprise. Hard-headed capitalists and investors, remembering the great profits realized from the exploitation and success of previous submarine inventions, have purchased stock in the L. A. Submarine Boat Company.

The opportunities of the past produced the misdeeds of the present, and there will be misdeeds in the future who will owe their fortunes to an investment in the submarine. One who secures an interest in a great invention at the start makes the greatest profit, because he gets the benefit that comes from exploiting and establishing the merits of a discovery and of the various increases in the value of the stock.

The officers of the L. A. Submarine Boat Company are often asked: "Why are you building the boat? Why don't you sell the patents to the government?" The answer is simple. No government ever buys patents. The government buys submarines from a shipbuilding company which bids the lowest price and agrees to produce the best boat. The shipbuilding companies base their bids on the price they pay for the right to use the ideas covered by the patents which belong to the submarine company. After a boat is finished the government tests it to see out if it fulfills the terms of the contract. If so, the government pays the contract price. For boats which exceed contract stipulations in speed, stability and control, the government pays a liberal bonus or prize.

The United States government is now paying \$500,000 each for the present types of submarines.

It is contended for the "Peace Maker," now under construction at the Craig shipbuilding plant in Long Beach, L. A. Submarine Boat Company, that it makes a speed that any submarine ever built. The ease with which it can be controlled increases as the speed increases. The builders of the "Peace Maker" are so confident that they have met every requirement of a submarine building that they are offering a prize of \$500 to any one who can point out a defect. The man operating the boat knows at all times how fast it is going, how deep it is and whether it is on an even keel, and he has perfect control of all of these features.

The Cagle submarine has a wide field of application before it for pleasure, treasure-seeking, dredging and scientific research. The present types of submarines are slow, especially when submerged, whereas the boat runs faster submerged than when on the surface. It is very dangerous to attempt to run the present submarines fast when submerged and they are not a boat today that can run submerged on an even keel. The "Peace Maker" is in every way superior to the present submarines, and the testimony of a high authority as Rear-Admiral Chauncey Thomas, who has thoroughly inspected the model, places it in the very front rank of excellence.

In a recent edition the Long Beach Press devoted half a column of space to the merits of the new boat and expressed pride in the fact that not only the inventor a local man, but the boat is being constructed at the local shipbuilding plant and owned by the stockholders are residents of Long Beach and vicinity. One of the most unique claims made for the Cagle submarine is that it can be made to run to a depth of 1000 feet beneath the surface of the ocean with perfect safety. This feature adds greatly to the value of the invention and places it at once in a commercial realm all its own.

Since the model of the new boat has been under inspection it has been criticized and thoroughly gone over by engineers and experts of all kinds, without fault having been found with the mechanism. It is conceded on all sides that the model is perfect and the standing offer of a big cash prize for successful findings is an earnest of the confidence of the company and the builders in this latest ocean pathfinder.

It is safe to say that no invention ever put before the public prior to this time has met with such instant approval from men in all walks of life as the new submarine boat; and the rapid increase in the value of the stock are ample proofs of its condition. In March of this year the stock of the L. A. Submarine Boat Company sold at 50 cents a share, in May it went up to 75 cents a share, August 26 it had moved up to \$1, by November 1 it was selling for \$1.50, and on December 20 it had advanced to \$2.

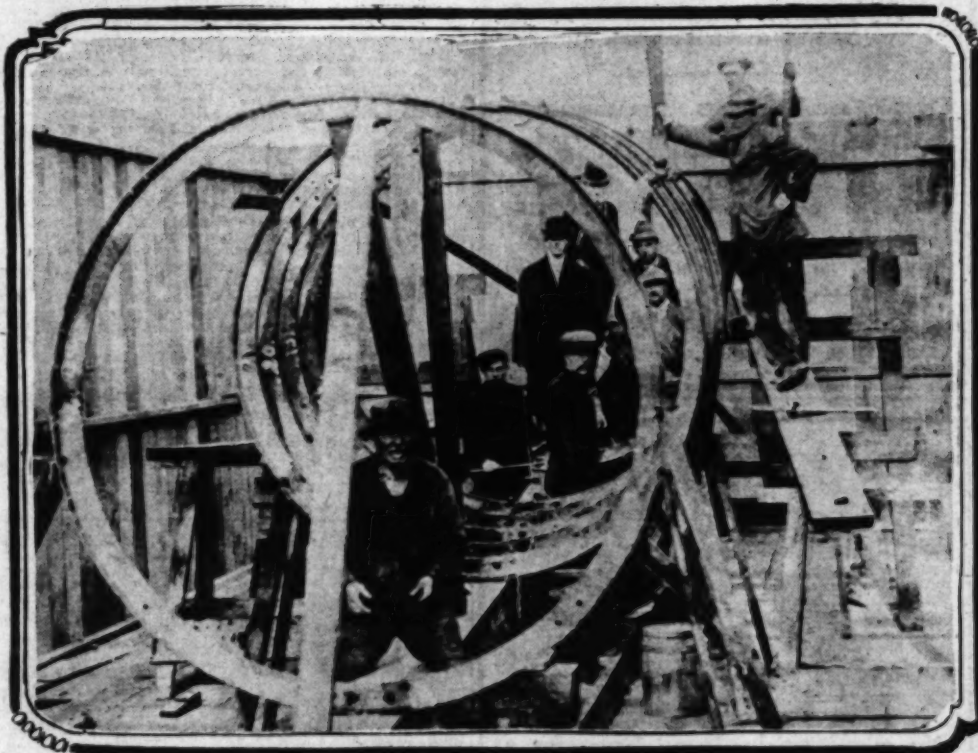
It is easy to see that the profits in such a venture will be unusually enticing, and the field for the prize is so large that the investment is built on a sure foundation. The Craig Shipbuilding Company is known as a successful concern, and the fact that John F. Craig and F. W. G. Phillips, two principal officers of that concern, are heavily invested in the L. A. Submarine Boat Company, have undertaken the construction of the new boat, is proof of the appeal of the enterprise to men of money and experience.

Small investors are now being given an opportunity to get in on the ground floor, but it is only a matter of time when the stock offering will close. At the present time the stock may be bought at the offices of the L. A. Submarine Boat Company, 603-605-619-621 First National Bank building, Long Beach; and at 625 South Spring street, Los Angeles, where daily demonstrations of the model are made.

In addition to every other consideration, it is a matter of pride to the people of California that an invention of such great importance as the Cagle submarine boat should be the child of a local brain and mechanical ingenuity, and that the fruits of the work should be given to the world through the ownership of a Southern California builder.

The progress of the work on the "Peace Maker" at the Craig shipbuilding plant at Long Beach is watched with the most intense interest not only by the people generally, but by the government also. When the new boat is finally completed, and the test of its efficiency and safety is made, it will be one of the most important events that has occurred in California or the entire country. It is to say that great preparations will be made for the launching of the Cagle submarine, and the eyes of the world will be directed toward Southern California.

The "Peace Maker" will be launched not later than April 1, 1912.



THE SKELETON OF THE "PEACE MAKER."

costs the builders less than half that amount to construct them. A submarine boat should be swift, under perfect control and perfectly safe. The boats now in use by Uncle Sam have none of these qualifications.

The "Peace Maker," now under construction at the Craig Shipbuilding yards at Long Beach for the L. A. Submarine Boat Company, fully comes up to the requirements named. Lieut. Bingham, former commander of the Third Submarine Division, says:

"Within the last decade three weapons of warfare, which in future struggles for the control of the seas are to be of great importance, have been undergoing development. These three weapons are the torpedo, the submarine and the aero-craft, the submarine carrying the torpedo as the destructive agent, and the aero-craft acting as scout."

Lieut. Bingham admits that there are dangers attendant upon the use of the present type of submarine. One of these arises from the possibility of explosion from the use of the storage battery and fuel oil. These dangers are entirely eliminated in the new Cagle submarines. The government submarines now in use require two motive powers—one for surface sailing and another for submergence. The Cagle type uses gasoline engines for both kinds of sailing, disposing of the exhaust as readily when below the surface as when at the surface. Under this system the oil tank is remote from the operating room, and the engine is actuated by levers in the central compartment, as are all of the movements of the boat. There is a large storage of compressed air, which is released as required for replenishing and keeping fresh the air to be breathed.

By another device the boat can be kept at any designated horizontal level below the surface, and cannot go below that level. "And if any accident of any nature should occur the boat would instantly rise to the surface. One of the unique features of the Cagle submarine, the "Peace Maker," is the speed

Ships containing millions of dollars in coin and bullion have been lost and its recovery sought by means of the ineffective diving bell. But the Cagle submarine, armed with gigantic grappling hooks already designed, and operated from within the living compartment of the vessel, can glide around the sunken craft, clear away the debris that has accumulated upon it by the action of the tides, open its inner recesses, and extract whatever of value it contains. Untold wealth will thus be recovered and there will be ample employment for a hundred submarines as soon as they can be built.

Perhaps after all, the most popular use of the submarine vessel will be its employment for excursions. The world loves novelty and everything that is new and strange appeals with irresistible force to throngs of people. Let it be known that a safe, swift and reliable submarine boat, under as perfect control as any surface water craft in existence, will sail from any one of our beach resorts for an excursion of a few hours or a few days, and it would be overwhelmed with applications for passage.

One of the highest tributes ever paid to an invention was paid by Rear-Admiral Chauncey Thomas upon the occasion of the visit of his squadron to Long Beach several weeks ago. He made a thorough inspection of the Cagle submarine, and was so impressed with its new features and points for safety and control that he remarked: "When it is built I think the submarines now in use could be taken out and sunk." When F. W. G. Phillips, vice-president of the Craig Shipbuilding Company, heard this he said: "The admiral's unqualified indorsement of the Cagle submarine takes it out of the ranks of speculation and makes its success a certainty."

The details of the construction of this boat are in the hands of John F. Craig, vice-president and general manager of the Craig Shipbuilding Company, and no one can question his ability as a shipbuilder. The boat he is building is seventy-five feet long and seven and one-half feet beam. Mr. Craig has operated